

GENERAL ELECTRIC

LESS WORK – MORE LEISURE FOR YOU . . .



Running a home by electricity is fun. It means you get more work done so much faster and easier—and more economically. It means a cleaner, healthier, more comfortable house, and one that stays young longer. It means added hours of freedom for the whole family—time for companionship and outside interests.

We are glad of this opportunity to place at your disposal the results of our years of research into better, less expensive ways of living. It is our hope that your new home will be a place where you can live the comfortable, convenient, economical way, free of unnecessary drudgery that need not be built into your home.

We know you agree that these objectives are desirable. We know, too, that you will be pleasantly surprised to learn how little adequate, happy, carefree, joyous living costs—living that means less work, more leisure, for you.



YOUR G-E EQUIPPED HOME

WHAT DOES IT COST TO HAVE A COMPLETELY G-E EQUIPPED HOME?

Probably no more than a house without this fine equipment—for a very simple reason. You know that the cost of your home is made up of two sums: the cost to *buy*, and the cost to live in or *operate* it. If, by spending a little more at the buying period, you can bring about savings in the operating period (all the years ahead), you have made a wise investment.

Consider any piece of operating equipment—a G-E oil furnace for example. This may cost a little more to *buy* but many owners report savings in fuel costs of as much as 50 per cent—all over and above the comfort and reliability that go with the equipment.

Other household equipment can help make savings, too. The Electrical League of Cleveland, with the assistance of the leaders of 83 Greater Cleveland Women's Clubs, concluded that savings of $15.55 a month were possible in a modern, completely electric kitchen and laundry. (Savings possible from adequately designed wiring systems can be added also.)

Naturally, these figures may vary in your locality. But if efficient heating plants, adequate wiring systems, and modern electric laundries and kitchens can contribute economies *every month* that more than offset any increase in monthly payments required to liquidate their cost, should you deny yourself the advantages they bring to your new home?

Now let's look at some of the General Electric equipment that helps make these lower operating costs possible—

Your Most Used Room—The Kitchen

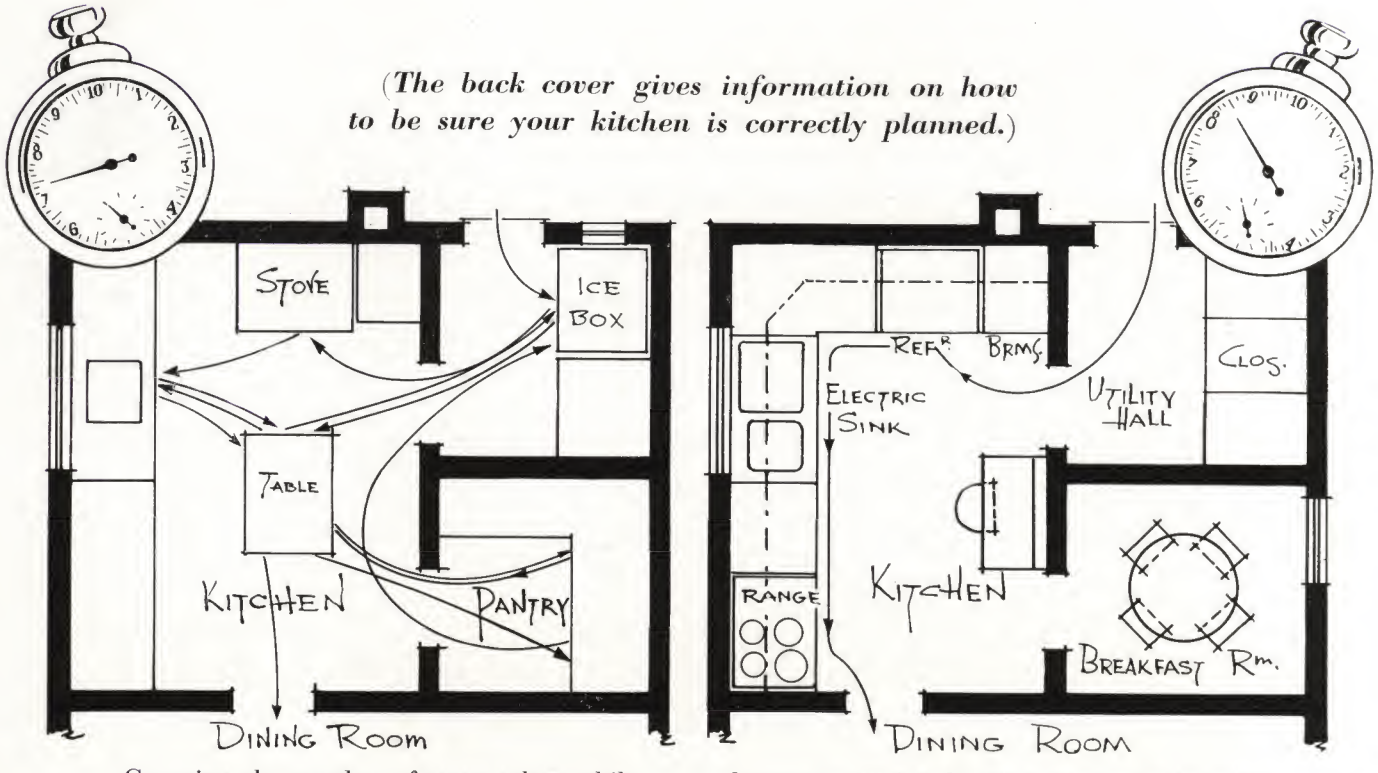
Should Be All-electric—Planned for Convenience

It's a wonderful feeling to work in an all-electric kitchen, with its gleaming appliances, its planned step-saving arrangement, and its air of fresh, brisk cleanliness. And how work does fly!

Analysis of time and motion studies in modern kitchens prove that literally hundreds of miles of walking alone can be saved each year by improved arrangement of the various appliances in the room. All-electric servants can reduce the time spent in the kitchen by hundreds of hours! When combined with careful planning, they reduce valuable time and effort to a minimum.

A modern kitchen that stays young—and helps you stay young—a kitchen that says "open house" to your guests . . . this kitchen can easily be yours.

(*The back cover gives information on how to be sure your kitchen is correctly planned.*)



Counting the number of steps taken while preparing and serving a meal in an average kitchen showed that a woman walked more than one and three-quarter miles. After having become acquainted with a planned all-electric kitchen, the same woman prepared the same meal, and it was found that she had walked little more than half as far.

THE FUNDAMENTALS OF KITCHEN EFFICIENCY

There's more to today's kitchens than gleaming beauty. There's a whole new freedom for women—with lightened work, shorter hours, and better results. There are electric servants to do for you effortlessly tasks that hitherto were tiring and irksome.

You will want to look at your kitchen as a whole. Visualize where each appliance will go. Plan for plenty of steel cabinets to simplify your work and storage problems. Remember, you may never get another chance to have your dream kitchen at so little cost, so be sure it's right.

With present easy payment plans available to everyone, it should be a simple thing indeed for you to have the all-electric kitchen that epitomizes the complete ease of modern electrical living. And with the sliding scale of electric rates now in force, you'll discover new economies of operation you never imagined were possible—economies that can help pay for the equipment.



This drawing shows a truly modern G-E kitchen which has been planned for maximum efficiency and convenience. A generous amount of storage space, proper arrangement of the three basic centers, and electrical servants all help reduce work.

★





GENERAL ELECTRIC KITCHENS

Are Individualized to Your Own Needs and Tastes

The refreshing beauty and restful efficiency of General Electric planned kitchens are shown on these pages. These four typical kitchens demonstrate how it is possible for the homemaker to have a modern kitchen individualized to suit her every need and decorated charmingly to suit her taste.

All cabinets and appliances are designed for each other and are assembled in harmonious units regardless of the shape or size of the kitchen. In G-E kitchens work flows smoothly, easily, with a minimum of effort.



Many house plans make this L-shaped kitchen desirable. Only two continuous walls, at right angles to each other, are used. The refrigerator, work surfaces, electric sink, and range are kept in normal sequence for maximum convenience.

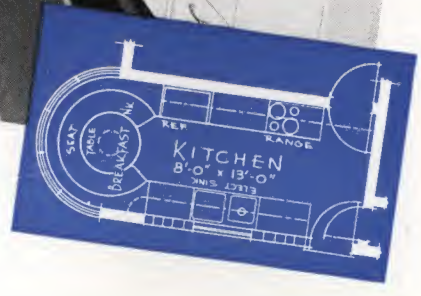


Planned for apartments and small homes where space is at a premium this One-wall kitchen is complete—the last word in modern equipment—even to the top storage cabinets with wire shelves, automatic interior lighting, and matched hardware.





Thoughtful planning is reflected in this pleasant Two-wall kitchen designed to include a breakfast nook at one end. The appliances along parallel walls provide convenience and striking beauty.







For the large family requiring larger appliances and greater cupboard storage space, the U-shaped kitchen, illustrated at the left, provides the ideal answer. It offers efficiency with all kitchen equipment within easy reach.



YOUR General Electric Refrigerator

It's Not Just the Cold — It's the Humidity, Too, That Keeps Food Better Longer



Low temperatures will prevent bacteria growth and decay, but in the case of foods such as fresh meat and vegetables, humidity is also necessary if they are to retain their natural moisture. General Electric's Selective Air Conditions with Controlled Humidity provide tailor-made storage conditions to fit each individual type of food. Tests have indicated this method to be the most effective, efficient, and practical method of food preservation known.

All we want you to do is *enjoy* your refrigerator. You'll love it because it's so easy to clean . . . because its storage space is so large because it keeps foods so appetizingly fresh . . . because it cuts down marketing—and because it teases you into trying all sorts of desserts and salads you would never dream you could serve!

Protection



Not only to help in the priceless protection of a baby's health, but also for the everyday storage of the leftovers which you save for tomorrow's lunch, does the G-E maintain a constant cold temperature of about 40 F—well within the Safety Zone of safe preservation of food. Truly, G-E "makes it safe to be hungry."

Convenience



You'll always take pride in serving novel desserts and salads frozen in your G-E. You'll take pleasure in preparing frozen fruit sticks for the youngsters. And, more important, you'll soon take for granted the dependable attention-free refrigeration, the plentiful supply of ice, and the many other everyday conveniences a G-E can give you.

Economy



The surprising thing is that besides contributing to better living for yourself and your whole family, a General Electric refrigerator can actually help you effect a saving by thriftier food purchases, utilization of leftovers, and reduction in refrigeration costs. That's why budget-minded people have invested in a Triple-Thrift G-E.

WE BELIEVE YOU CANNOT BUY A REFRIGERATOR THAT WILL COST YOU LESS TO OWN THAN A GENERAL ELECTRIC!

YOUR General Electric Range

Cool, Economical, Fast, Clean Cooking

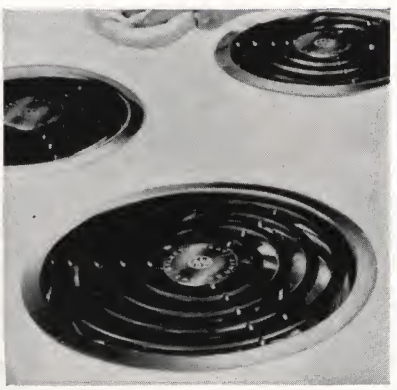


Do you know the thrill of cooking a whole meal while you sit in church—or take a swim—or go visiting? Do you know the deep delight of serving foods so appetizing and flavorful that compliments fly and folks come back for more? Do you know how truly easy it is to bake a cake, or turn out delectable pies? Do you know that a G-E electric range does not heat either cook or kitchen, and is as easy to clean as your own face? Do you know the fun of turning out "picture-book" meals that are the envy of the town? G-E electric cooking is all these things and a lot more! Plan for it in this home of yours.



Delicious Oven Meals

Bake, broil, roast or prepare an entire oven meal at one time; you can't beat G-E oven results for downright, wholesome taste. Flexible, accurate heat applications and thermostatic control are at your fingertips.



Clean-Speed Calrod

Every G-E range has three five-heat CLEAN SPEED Calrod units. A heat for every cooking need from super speed to simmer. More economical, faster, more durable than ever. Cook with G-E Calrod for cooking economy.

CONVENIENCE AND SAFETY



No other range offers Tel-a-Cook lights for such ease and certainty in operation and performance. You can tell at a glance what each unit is doing—that's convenience. You know at a glance when you are using the right amount of heat—that's economy. In addition, you get PLUS safety. The shining colors are your warning signal. The chance of leaving the units on is minimized.



YOUR G-E Electric Sink

Ends Two Unpleasant Tasks



The Dishwasher in the G-E Electric Sink washes up to 100 dishes, including silver, china, glassware, pots and pans, in 10 minutes or less! A saving for you of almost 60 minutes' time per day! No more time need be spent ruining your hands in greasy dishwater; no longer is it necessary to endure the drudgery of washing dishes by hand three times a day.

With the G-E electric dishwasher, all ***you*** do is scrape the dishes and arrange in dishwasher—close the cover, flick on the current. Dishes are washed hygienically clean in water hotter than hands can stand—and they dry in their own heat. The most sanitary, time-saving, modern way to end one of housework's unpleasant daily tasks.

Thousands of women all over America are proudly showing their G-E Electric Sinks to their friends. They take great pride in demonstrating the amazing way this new electrical servant washes the dishes and disposes of garbage. You owe it to yourself and to your family to inspect this "wife saver."

DISHES ARE WASHED THIS EASY WAY



A Any food scraps remaining on the dishes are first scraped off. This operation is just the same as when the dishes are washed by hand.



B Dishes are placed in dishwasher trays as easily and quickly as when stacking in a sink. They are safe, for they do not move while being washed.



C The lid is closed and control turned. Dishes are washed so clean they squeak in hotter water than hands can stand—and the dishwasher dries and cleans itself.

GARBAGE IS DISPOSED OF THIS EASY WAY



Food wastes—peelings, pits, scraps, bones and all—are scraped into the sink drain. Down they go, into the Disposall, where they are reduced to a pulp and washed away like water.

WASHES THE DISHES
DISPOSES OF GARBAGE



The Dishwasher is fast. In less than ten minutes all dishes will be washed, rinsed, and dry —ready to be put away.

The large capacity of the G-E Dishwasher is ideally suited to both large and small families. Service for six can be washed at one time.



The Dishwasher Decreases Breakage. Dishes are as safe in the Dishwasher as in your china closet. Dishes and glasses rest securely and motionless in resilient safety trays.





NO MORE GARBAGE

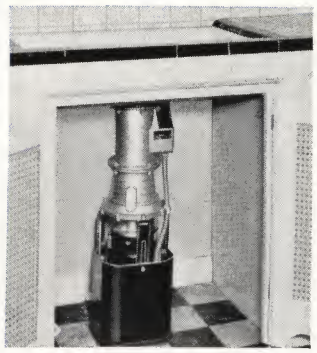
How many trips a day do you make to the garbage pail? And isn't it hateful? In this modern new home of yours, plan to install the G-E Disposall!

The Disposall Can Be Attached to Your Sink

Only conventional plumbing and electrical connections are required for installation of the Disposall. The sink drain outlets on most existing sinks can be enlarged if necessary. Leading manufacturers can supply sinks with drain outlets especially designed for Disposall installations.



A G-E dishwasher model is available for every type of domestic installation. It is available enclosed in a white all-steel cabinet or it can be built into the work surface of your kitchen.



To conceal the Disposall in exposed installations, a beautiful steel enclosing cabinet finished in white Glyptal-baked enamel is available.



YOUR General Electric Steel Cabinets

Built for Performance—Engineered for Efficiency



Never before have all the elements of exceptionally fine cabinet design been so completely fulfilled! Every single part, from the soffit molding to the toe space, has been carefully designed and engineered. No detail has been too small or too "insignificant" to be overlooked.

DESIGN

For complete unity of appearance and flexibility of installation both wall and base cabinets can be assembled in any sequence, any combination. Flush construction results in a beautiful kitchen that has a tailor-made appearance.

CONSTRUCTION

All parts with exposed surfaces are made of 22-gauge cold-rolled furniture steel. Interior parts are made of scaleless 22-gauge hot-rolled steel, with structural and bracing elements of 16-gauge minimum thickness. Electrical spot welding unites all component parts to give a strong, rigid cabinet, plumb and square. Doors and drawers are double faced securely welded, and sound deadened by special fibre insulation. Even the nuts, bolts, screws, and washers are cadmium plated to make them rustproof.

THESE CABINET FEATURES SPELL

C·O·N·V·E·N·I·E·N·C·E



Wire Shelves



Sliding Flour Sifter
(Also Sliding Sugar Bin)



Cup Hooks



Automatic Lighting



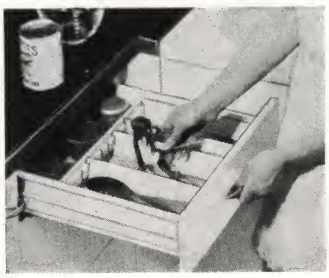
Expanding Condiment Shelf



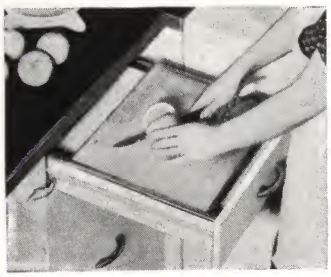
Removable Bulk Storage Bins



Concealed Spring Action Hinge



Cutlery Tray with Adjustable Partitions



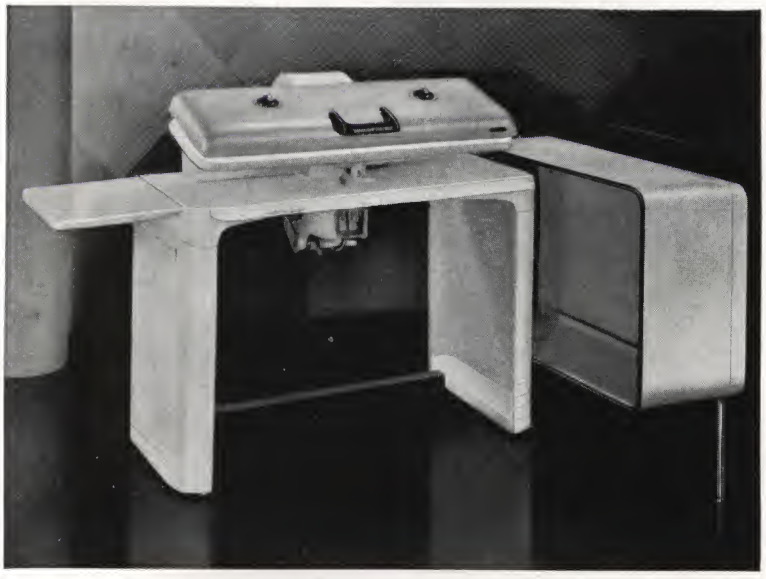
Removable Sliding Cutting Board

YOUR G-E Home Laundry Equipment



LAUNDRY IS EASY . . . WITH G-E SERVANTS

Is there anything more depressing than standing over washtubs or bending over an ironing board? And how needless! In this new home of yours, plan a modern laundry, where electric appliances will do the work! It's so much easier to plan for space for laundry work than it is to readjust for it after the house is finished. Modern laundry equipment will wash, dry, and iron your clothes with the minimum of effort and the maximum of pleasing results! It will cut your working time to a fraction—and its operating cost is so little you'll wonder why you waited so long to own these appliances.



GENTLE, THOROUGH WASHING—The G-E Washer, with its Activator action, gently soaks, flexes, and gently but thoroughly washes every piece! Clothes washed the G-E way give the maximum wear.

SIT AT EASE—when you iron! And put 400 pounds pressure on every piece without exerting a bit of your own strength! It's fun to use the G-E Flatplate Ironer—and you can use it for everything!



DRY WHILE IT RAINS—G-E Tumbler Dryer will dry your wash indoors—clean fresh air—at just the right temperature! No more trips to the clothesline. No more waiting for good drying days—and think of the time you save!



YOUR General Electric Water Heater

NO WORK . . . NO WORRY . . . NO DANGER

1 SAFE



No fire, no fumes, no odor. There are no exposed working parts. Electric current enters the heater through insulated wires in metal conduit. Water temperature is accurately controlled at a uniform temperature. Electric water heaters carry the unqualified approval of Fire Underwriters' Laboratories.

2 CONVENIENT



There's a plentiful supply of hot water always on tap with an electric water heater. It is completely automatic, requiring no attention. . . no running up and down cellar steps. There's no dust or dirt, no fuel to shovel or ashes to remove. It brings convenience and comfort to the family in many ways.

3 LOW COST



Due to the efficiency of electric water heater construction, and the constant lowering of water heating rates, an electric water heater provides low-cost operation. It is economical in installation and in operation, and it delivers maximum service for every dollar spent.

4 HEALTHFUL



Hot water is essential in the home for cleaning dishes, floors, woodwork, and many other things. It is necessary for personal cleanliness and for washing clothes. A glass of warm water every morning is a good health habit. It is invaluable in cases of illness or emergency.

5 CLEAN



Water heated in an electric water heater is clean and practically germ-free. Due to the method of heating by electric current, there are no coils to lime up or scale which may cause rusty or impure water. Water comes from the faucet clean and pure.

6 CAREFREE



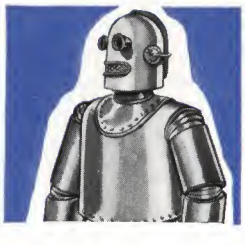
Install it and forget it is the rule with an electric water heater. An even, uniform, dependable flow of electric current gives you a constant supply of hot water. Accurate thermostatic control gives you even water temperatures. There is no fuss or worry with an electric water heater.

7 DEPENDABLE



You can depend on an electric water heater to give safe, constant hot water service. High-quality materials and skilled workmanship combine to give you a water heater which is dependable in operation and dependable in the uniform temperature of the hot water supply.

8 AUTOMATIC



Like an automatic brain, thermostatic control on an electric water heater keeps the temperature of the water uniform at all times. Once the thermostat is adjusted to provide the desired water temperature, it no longer needs attention. No longer need you put up with intermittent supplies of cold or too hot water; or give constant attention to fuel supply.

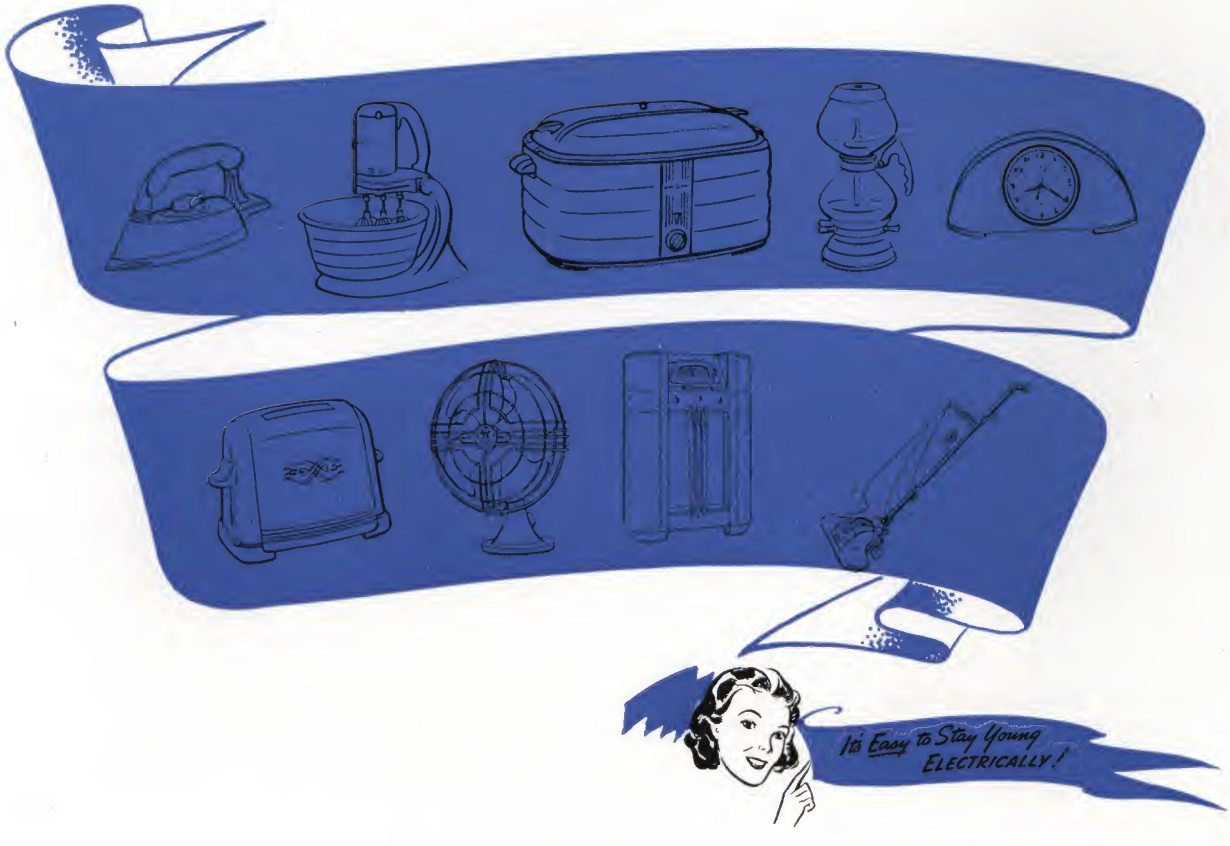


ENTERTAINING IS EXTRA FUN WITH G-E APPLIANCES

One of these days you'll be holding open house—in this new home of yours! And won't it be fun?

People like to use G-E electric appliances: they're so dependable and they make entertaining so easy! But to a modern hostess, and a wise home builder, may we slip in one word of caution! Only an adequate wiring system will deliver full current for all the appliances you want. Only with a wiring system planned to meet future electrical needs can you enjoy all the comforts and conveniences good appliances can bring. Look to your wiring—***first!***

Don't attempt to economize on the size of conductors in your wiring system. An electric appliance—whether a table lamp or a kitchen ventilating fan—can do its best work only when the electricity reaches it at the intensity it requires. In other words, to get the best from every appliance, the electrical distribution system must be adequate, not only for that individual appliance, but adequate enough to supply full speed to several appliances operating at once.

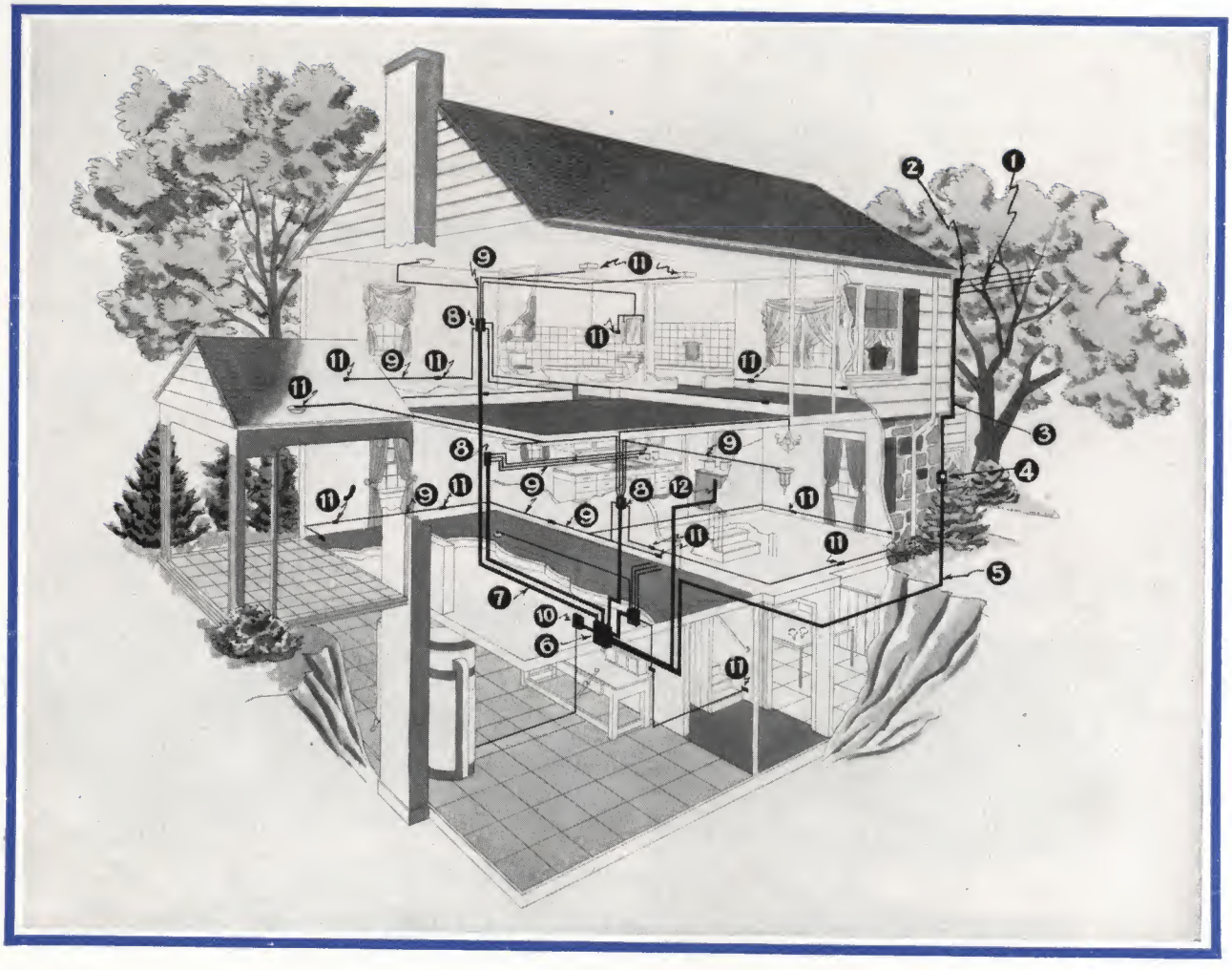


Plan Your Wiring System

FOR CONVENIENCE, ECONOMY

When you and your architect go over your house plans, give special attention to adequate wiring. And specify a system larger than you feel you need at the moment. Your wiring plan should be sufficient to carry the maximum load so that every appliance gets its full flow of electricity. This way you get the most from each appliance—and from the system itself. And it's more economical in the long run!

The skeleton drawing below gives you an idea of a modern adequate wiring system. Each house requires variations, but the idea remains the same. Experience will show that a good wiring job will repay its cost in convenience and decreased current cost. And you know the trouble and expense of adding outlets after the house is finished!



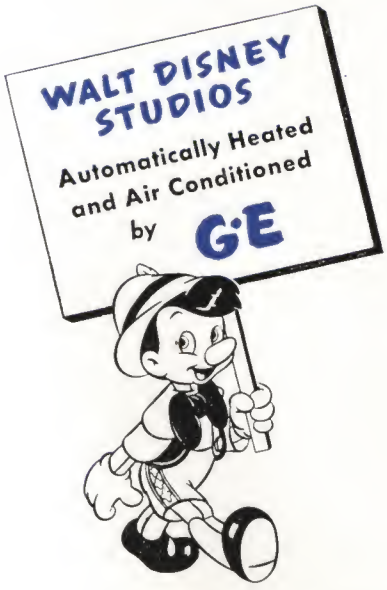
1. **SERVICE.** Conductors from utility high line to house.
2. **SERVICE FITTINGS.** Joins service conductors and main feeders together.
3. **SERVICE ENTRANCE.** Cable or rubber-covered conductors in conduit from service head to main distribution unit.
4. **OUTDOOR METER.** Installed in accord with local utility.
5. **MAIN FEEDERS.** Should be of sufficient size. See No. 3 above.
6. **MAIN DISTRIBUTION UNIT.** Of proper size for total connected load. Shall contain main fuses or circuit breakers, range fuses or breakers, and protective devices for other fixed equipment. See local utility about type.
7. **SUB-FEEDERS.** At least one size larger than final circuit conductors.
8. **BRANCH DISTRIBUTION UNITS.** Locate near load centers. May be fuses or circuit breakers but device should be same type as used in main distribution unit. Controls all final branch circuits.
9. **FINAL CIRCUITS.** Recommended that circuit be divided into several short sub-circuits which radiate from control units—each sub-circuit to serve only a few outlets.
10. **BOXES AND FITTINGS.** Shall be furnished as needed.
11. **OUTLETS.** Should conform to modern standards of adequacy.
12. **RANGE WIRING.** Heavy enough to permit full-load operation of range. See local rules for installation.

Jiminy Cricket!



LOOK HOW HOME OWNERS ...TURN TO G-E

AUTOMATIC HEATING, COOLING, AIR CONDITIONING



©1940 Walt Disney Productions

Pinocchio's amazing creator, Walt Disney, selected G-E Automatic Heating and Air Conditioning for his new studio city. From the animation building, where 900 artists are at work, to the sound stages, to the storage vaults for celluloid—accurate control over temperatures, plus necessary freedom from dirt, dust and noise, is maintained by G-E.

Mickey Mouse, Donald Duck, Pinocchio and all their friends and producers like this G-E comfort in their new home . . . we know you'll like it in yours.

WHATEVER YOUR PROBLEM, TURN TO G-E

When you cross the threshold of your new home, have no misgivings. Make no compromises with the basic goodness and necessity of abundant heat.

Walk over to that thermostat on the wall and *know* that with a flick of the finger you can conjure up a supply of home- body- and heart-warming comfort, solace and protection against a cold, outside world.

G-E research and engineering skill have made this home process a masterpiece of automatic precision and control—working willingly, tirelessly, care-free, for you.

This same skill has anticipated, met and mastered other home problems: conditioning warm air for still greater comfort and protection in winter; cooling hot, summer air; year 'round air conditioning.

So—no matter what kind, capacity, size—oil or gas, G-E has the correct equipment to bring you freedom from care and labor, infinite *control* over your own comfort.

That is why we say, with pride in the promise of unique performance and economy, "Turn to G-E."

G-E YEAR 'ROUND AIR CONDITIONING



G-E OIL FURNACE



G-E GAS FURNACE



G-E SPLIT SYSTEM



G-E OIL BURNER



G-E GAS OR OIL WARM AIR FURNACE



G-E AIR CIRCULATOR



G-E ROOM COOLERS



First—LOOK AT THIS COMPLETE AUTOMATIC HEATING PLANT . . .

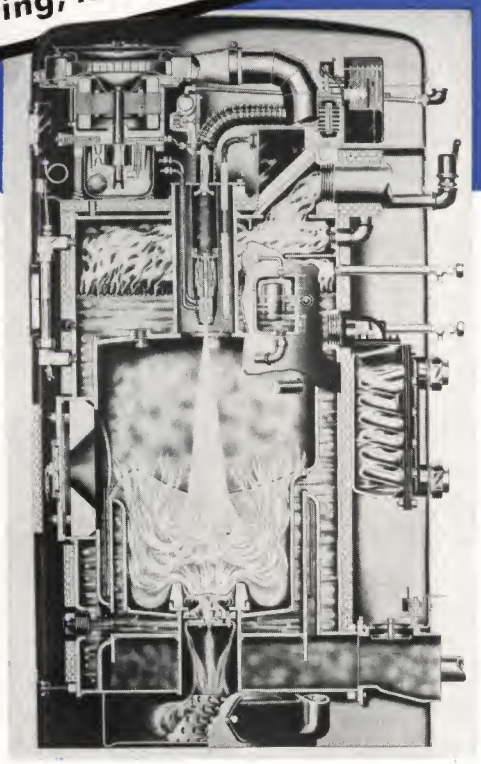
year 'round hot water and all!

One handsome unit—boiler, burner and controls—all *engineered*, *designed* and *built* by General Electric. Five years of diligent research and experimentation plus seven years of proved performance in thousands of homes developed this superior G-E method of burning oil—of furnishing luxurious heat. Year 'round efficiency for, without heating your house in summer, you enjoy an abundant supply of hot water at the turn of the tap—*winter* and *summer*.



THE
G·E
OIL FURNACE
For steam, vapor, or hot water system

TAKE A LOOK INSIDE
Exciting, isn't it?

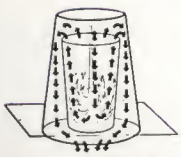


25% to 50% SAVINGS ON FUEL...

Happy home owners everywhere report fuel savings even up to 50% over previous methods of heating. This furnace is "on" less of the time—holds its heat longer, and so, less oil is used. It's really a fuel saver, wringing every last ounce of heat out of every drop of oil. It's built to *serve*—and to *save*.

Quickly and easily installed it is a source of satisfaction, new-found comfort, safety, and welcome relief from common furnace trouble from now on and evermore — Amen.

A FEW REASONS WHY THE G-E OIL FURNACE COSTS LESS TO RUN:



G-E HEAT TRAP
Heated air rises, is trapped, slowly works its way down. Thus each heat unit travels farther, works longer.



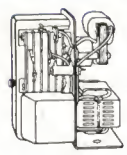
G-E INVERTED FLAME
100,000,000 particles from every drop of oil! Flame shoots down then *burns back upon itself*—insuring *complete combustion*.



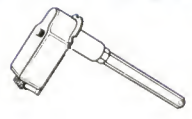
HOT WATER
Copper coil indirect water heater gives abundant supply of hot water all year 'round at minimum cost!



G-E QUICK STEAM
Because of *high* heat transfer and *low* water content—steams quicker (within 2 or 3 minutes after thermostat calls for heat).



G-E MASTER CONTROL
The "brains" (in conjunction with other controls) regulate starting and stopping for heating, hot water and *safe* operation.



G-E FLAME DETECTOR
Complete shut-down in event of flame failure. *Acts within 5 seconds*—(90 seconds to 3 minutes for ordinary safety devices).



THE G-E GAS FURNACE

NOW—If you prefer Radiator Heat but want Gas for fuel . . .

You'll find home owners who are ardent oil boosters and others who are equally ardent believers in gas as the only fuel for heating your home. This is a choice that can be settled only by comparing actual conditions and costs in your locality—weighing carefully all factors and then deciding for yourself.

If you decide on gas for fuel—consider carefully this G-E Gas Furnace, a complete, compact, G-E designed and built unit — to supply efficient radiator heat (steam, vapor or hot water).



THE G-E SPLIT SYSTEM

If you want Radiator Heat (Oil or Gas) *plus* Winter Air Conditioning . . .

When you run into this term, Split System, it simply means that steam or hot water is generated in a furnace (either the G-E Oil Furnace—left—or the G-E Gas Furnace—above) and is used two ways: (1) for the heating coil of a G-E Air Conditioner which furnishes clean, moist, warm air heat to the main portion of the house through ducts and (2) for direct heating through radiators in remote rooms, kitchen and bathrooms. Under certain conditions in your home such a system makes the ideal winter air conditioning plant—to which summer cooling can be added at any time.



THE G-E OIL BURNER

If you want to make your present furnace *Automatic*

(steam, hot water, vapor, or warm air)

If you are remodeling or improving all the comforts of home, aiming to save yourself the arduous old-fashioned job of furnace tending and provide the luxury of *automatic* heat *at minimum cost,* the G-E Oil Burner fits your present furnace, is easily and quickly installed. It gives you *automatic* heat, safely, economically, at an amazingly low initial cost. It's clean, it's quiet, it requires little or no attention. With it you can enjoy the many benefits of General Electric *automatic* heat.



HERE'S THE WAY TO HAVE

plus WINTER AIR CONDITIONING *At No Extra Cost!*

Clean, warm, circulated, moistened air — from one compact unit. Let's see just what this means all winter long. First, of course, luxurious warmth within your home—without effort.

And—not merely warmth, but warm air that is *cleaned*—forced through spun-glass filters. Rid of dirt and dust and many harmful germs. Everything stays cleaner, lasts longer, looks better.

And—*clean, warm* air that is *circulated*—gently—at a comfortable temperature from top floor to basement. At an even, comfortable temperature, in each room, from ceiling to floor—helping you and your family to avoid colds caused by uneven heat and drafts. Doing away with stale, stuffy, stagnant air.

And—*clean, warm, circulated* air—humidified to maintain adequate moisture. To reduce irritations of the nose and throat caused by dry air. To protect your furniture, books, paintings, musical instruments against harmful, dry, overheated air.

This is true Winter Air Conditioning, as perfected by General Electric. Warm, healthful air throughout the nine-months-long heating season. But there's still another advantage: in the hot summer evenings you can turn on the circulating system — push out hot, stuffy, stagnant air, pull in refreshing filtered clean, outside air (with outside duct connection).



THE G-E WINTER AIR CONDITIONER ***(Gas or Oil)***

Completely automatic! That's a magic phrase and a promise—if you've ever played nursemaid to an old-fashioned furnace. Just set the thermostat and humidistat.

G-E controls take over from there, throughout the long heating season. G-E controls are almost super-human. They maintain temperature, humidity and circulation, safeguard your home and help to keep your operating costs low.



"The total operating cost with our G-E winter conditioner is less than heat alone used to be."



"Upkeep hasn't cost us a cent, cleaning bills are way down, our health record is way up."



"And our conditioner was priced lower than others not even in the General Electric class."

AUTOMATIC WARM AIR HEAT (Oil or Gas)

H E A T S • C L E A N S • H U M I D I F I E S • C I R C U L A T E S

CLEANING . . . Before being heated and circulated, all air passes through filters of a high, dirt-retaining type, made of spun glass wool, viscous coated—easily replaceable.



HUMIDIFYING . . . Unlike old-fashioned warm air heat, the General Electric Winter Air Conditioner supplies healthful, moist air. It guards your family's health—preserves furniture.



CIRCULATING . . . The blower gently forces filtered, humidified, warm air into each room—maintaining an even temperature—while recirculating the air without drafts.



GAS *or* OIL?

Here again, as discussed before, the choice depends upon local conditions and costs. Many good arguments exist for each fuel. As for the G-E Winter Air Conditioner — either fuel assures you all the happy, healthful benefits briefly explained here. Either type gives you quiet, clean, odorless, economical operation. Each gives you winter air conditioning *at no extra cost.*

Both are designed and built by General Electric. Each is designed to burn its fuel efficiently and economically, wringing out the last degree of heat from every drop of oil or every cubic foot of gas. Each gives you its particular set of G-E controls that are almost magic in their operation. And — either gives you the last word in *automatic* warm air heat *plus* winter air conditioning—to which a G-E summer cooling unit can be added any time, to give you year 'round comfort in your home.

Now let's talk about **AIR CIRCULATION**



THE G-E AIR CIRCULATOR





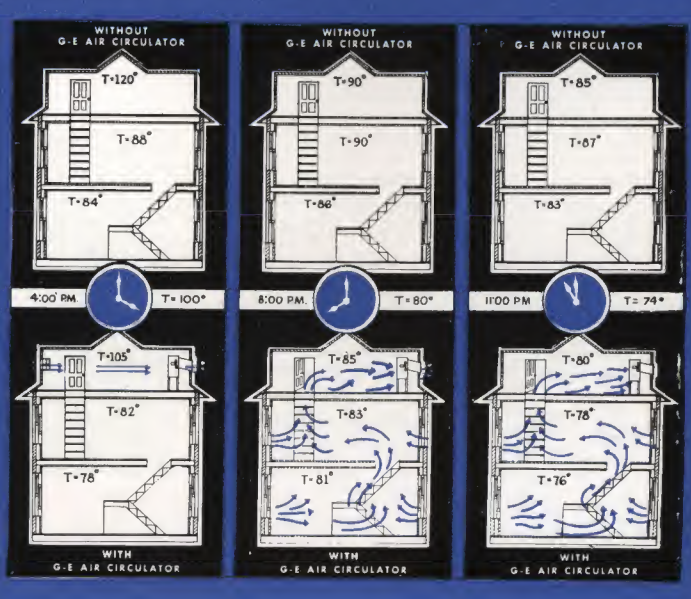
SEE HOW IT WORKS!

Pushes out hot daytime air—pulls in cooler night air.

This is the way to cool your home at extremely low cost

You know only too well what happens in the good old summer time. Your home keeps fairly cool during the day but along about early evening heats up unbearably and stays that way. There's an answer to that—and its a *low-cost* solution! The G-E Air Circulator.

Study this diagram. See how the hot air accumulates so that it makes sleeping often impossible, makes evenings so unpleasant you've got to go outside to cool off. Then place a G-E Air Circulator in an attic window and feel the difference. It's not imagination. It is possible to lower the temperature on the first and bedroom floors from 5 to 7 degrees! (That's a lot of cooling when you're suffering from the heat!) And all this for the price of a good living room chair and a *fraction of a cent* an hour to run! It's the greatest low-cost comfort in summer you can buy!





FOR COOL, COOL COMFORT

. . . all Summer long!



THE NEW G-E ROOM COOLERS

At such low costs you can now have air conditioning in your home!

For the one or two rooms in your home that see more of you most of the time, where comfort is most desired—there's where individual room cooling is a blessing. And now you can have it because its cost is low compared to the comfort it brings.

The thing to remember is that the G-E floor mounted Room Cooler is not a makeshift but complete, genuine air conditioning, performing all five functions of true, summer air conditioning: cleaning, circulating, ventilating, cooling and dehumidifying and that it provides circulation and filtering *during the winter months.*

Controlled Comfort AT YOUR FINGER TIPS!

Click! and you're cool! Yet the new G-E floor mounted Room Coolers do lots more than just cool a room. Actually they place complete *"weather control" at your finger tips.*

CLEANING . . . All air filtered free of dust and dirt—*clean* before it reaches you.

CIRCULATING . . . Gentle air currents in complete circulation—no cold layers, unhealthy drafts—uneven temperatures.

VENTILATION . . . Replacing stale or smoky air with fresh air—as little as 10% —as much as 100%—*clean, fresh air.*

COOLING . . . One console model for example has a cooling capacity equivalent to the cooling effect of melting over 1300 pounds of ice a day!

DEHUMIDIFYING . . . Heat and humidity make a sweltering, disagreeable combination—hard to bear, harder to overcome. But the G-E Room Coolers *de-humidify* while cooling the air.

Self contained and portable, easy to install, easy to move. No water or drain connections. The cabinets are of walnut and a rich, warm brown antique grained fabric—fitting and gracious in any setting.

And—when winter comes—here's a distinct plus: you can continue to use your G-E Room Cooler for ventilation and circulation of filtered air!



AND SO TO SLEEP

You'll bless the day you install a G-E Room Cooler in your bedroom. You can regulate the degree of gentle, circulating, quiet coolness to your exact whim — and to assure you healthful, restful sleep sleep sleep!





FOR SMALLER ROOMS

In addition to the two console models, General Electric presents an even more compact Window-Sill Model. In the same attractive finish, this window sill model has one central control switch for the automatic supply of *clean, cool, circulated and dehumidified* air.

Here is an ideal unit for the nursery, the guest room, a small library or den where comfort at an even lower cost is desired.

Mothers —for cranky, "won't sleep" babies who need it; for good babies who deserve it — healthfully conditioned, *cool, clean, dehumidified* air is indeed a blessing. No happier solution is there than a G-E Room Cooler in the nursery.



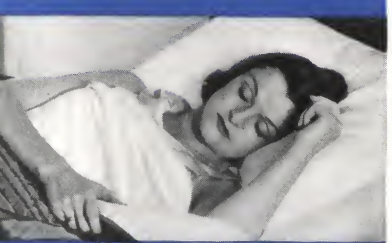
THESE ARE THE 7 FUNCTIONS OF TRUE AIR CONDITIONING



What these seven functions can mean to your comfort, health and happiness



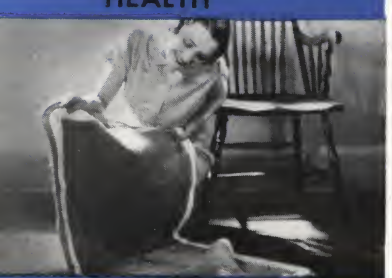
LIVE IN COMFORT



SLEEP IN COMFORT



ROTECT YOUR FAMILY'S HEALTH



EP YOUR HOUSE CLEAN—
ESERVE YOUR FURNITURE

On the right is a brief description of each function; and you have probably read in the preceding pages some of the benefits of each for better living.

First of all you should know that true air conditioning is not just heating or cooling, not just one element or another, but a combination and a coordination of the functions, designed into carefully controlled working units.

As you see, there are three phases of air conditioning. Each is a complete group: one for winter, one for summer, one for all the year 'round. Naturally, you may start with any one.

General Electric has spent years and millions of dollars in research and experimentation, in sound, skilled development of this home-making field. Today, you may enjoy the vast benefits of this labor.

How G-E Can Air Condition Your Home

Out of the extensive G-E experimentation and development have come results which can be translated into greater comfort for you and your family. Scientifically designed mechanisms—complete units—that can be installed in your home to provide conditioned heat and air.

In the preceding pages you have already seen numerous G-E heating and winter air conditioning units. Also—several types for summer air conditioning. In addition, G-E offers many other types and combinations designed for home air conditioning, separate installations or in conjunction with your heating plant; for winter, for summer or for all the year 'round.

That is why we say, whatever your air conditioning problem . . . turn to G-E.



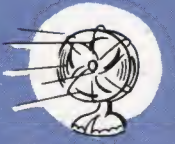
HEATING—The correct distribution of warmth to all rooms—automatic, carefree and economical.



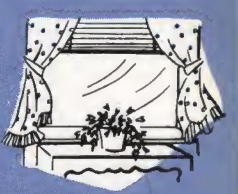
HUMIDIFYING — Automatically adds the needed invisible moisture, for your health's sake and the protection of your furnishings.



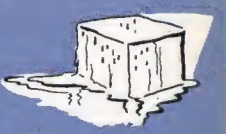
CLEANING—Automatic filtering of the air to remove dust, dirt, pollen and germs before the air reaches you.



CIRCULATING—Increases comfort by equalizing temperatures in all rooms, providing even temperature from ceiling to floor, without drafts.



VENTILATING—To eliminate odor accumulations, smoke and stale air—bring in fresh air.



COOLING—Properly regulated cooling by automatic refrigeration for greater summer comfort.



DEHUMIDIFYING—In a phrase—to take the excessive and unpleasant moisture out of the air.

How GENERAL ELECTRIC Can help you...



If *you are building your own home*

May we express our hope—which is a promise, too—that in the years to come—when you are *living* in your own home—you will be one of those to say, "Praise be to G-E, for it has made our house a labor-saving, drudgery-free home of modern conveniences, of supreme comforts for us, our children and our friends. A pleasant place in which to live and work and play."

To help you realize the most from this vital investment in living—your new home—G-E offers you a genuine service. Your plans can be checked to be sure your wiring system is adequate, your kitchen and laundry efficient, complete and drudgery-free.

You can discuss these all-important elements of your home with experts, and with our local representative you can go into just as detailed a discussion as you like about automatic heating, cooling, and air conditioning.

These experts, your local General Electric Dealers, can be of great help to you. See them soon, or send the card below today.

If *you are building for resale*

Realize the value of the name "General Electric" in adding saleability to your homes. The General Electric Home Bureau has developed a House Merchandising Plan. It is yours to use—and profit by.

Included in this plan are an Architectural Engineering Service, a Tested House Merchandising Plan, and an Advertising Service. Today many builders all over America are taking advantage of this plan and adapting it for their own use. Let us tell you all about it. Use this *post-paid* card.

FILL IN THE CARD — DROP IT IN THE MAIL
NO POSTAGE NEEDED

Information —PLEASE

GENERAL ELECTRIC Home Bureau
1285 Boston Ave., Bridgeport, Conn.

☐ I am building my own home and would like to have my heating, wiring, kitchen, and laundry plans checked by the G-E Home Bureau.

☐ I am a professional builder and want to know all about the G-E House Merchandising Plan for Builders.

Please send additional information on the following:

- ☐ G-E Kitchen Planning
- ☐ G-E Dishwashers
- ☐ G-E Disposalls
- ☐ G-E Hot Water Heater
- ☐ G-E Home Laundry Equipment
- ☐ G-E Steel Cabinets
- ☐ G-E Home Wiring
- ☐ G-E Furnace for Radiator Heat for Gas ☐ or Oil ☐
- ☐ G-E Winter Air Conditioning for Gas ☐ or Oil ☐
- ☐ G-E Oil Burner
- ☐ G-E Summer Air Conditioning
- ☐ G-E Air Circulators

NAME

Address

City State County

HB-132-A 6-40 Printed in U.S.A.

"K.O." KITCHEN ODORS *with* ILG *Kitchen Ventilating Fans*



IN YOUR NEW HOME



1 WILL YOU "K. O." YOUR GUESTS WITH "K. O."?

Although nothing can be more appetizing than the aroma of a well-cooked meal—nothing can be more offensive (even without your knowing it) than the stale, haunting "K. O." (Kitchen Odors) of bygone meals.

2 WILL YOU HAVE "GREASY GRIME" SPRAYED ON YOUR BEST CHAIR? Of course not . . . intentionally! But smoke, fumes and grease from your kitchen quickly penetrate your other rooms, laying a film of "greasy grime" on your curtains, woodwork, walls and furnishings . . . boosting cleaning and decorating bills.

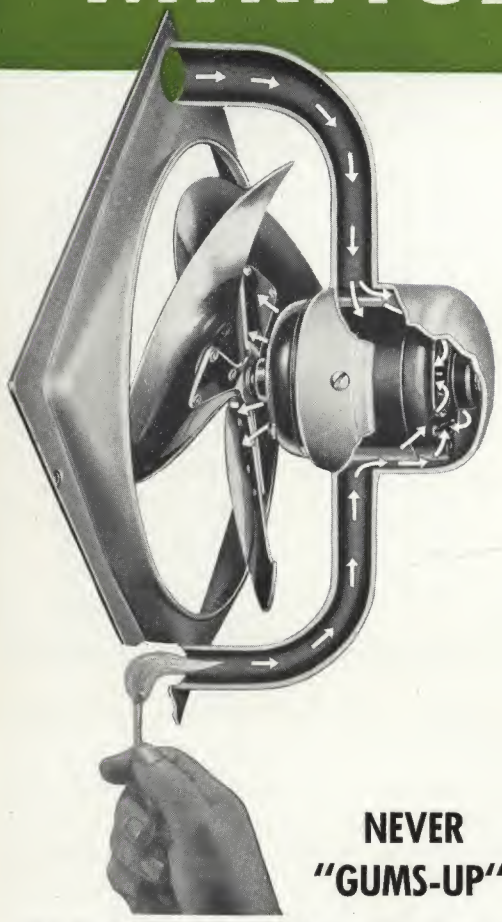




3 WILL YOU BE "FLOORED" BY UNBEARABLE KITCHEN HEAT? Even though your new range oven will be insulated, the heat *must go somewhere* . . . and *does . . . into your kitchen!* This, coupled with heat from top cooking operations often makes the most modern of kitchens unbearably hot in midsummer.

OR WILL YOU "K. O." KITCHEN ODORS WITH AN ILG VENTILATING FAN? . . . banish "K. O". (Kitchen Odors) . . . remove "greasy grime" . . . whisk away heat and smoke . . . right at their source, in the kitchen, with an economical, efficient ILG Kitchen Ventilating Fan. It's easy — turn page!

Only ILG has this amazing MIRACLE MOTOR THAT



NEVER "GUMS-UP"

The simple "match test" dramatically demonstrates how clean, cool, fresh air is drawn through the vent pipe from OUTSIDE, circulated through the motor, then exhausted from the front of the motor. Motor stays clean, cools itself—no penetrating grease or smoke reaches it to interrupt service, shorten its life. Exclusive with ILG!

- In ONE unit you get the LOW OPERATING COST of an open motor *plus* the PROTECTION of a fully enclosed motor.
- Motor is designed SPECIFICALLY and SOLELY for ILG Ventilating Fans—no radio interference.
- Costs only a few cents a day to operate—with exclusive "self-cooled" feature reducing electrical costs from 5% to 10%.
- Motor operating parts never come into contact with smoke, fumes and grease as these are being expelled by fan.
- Requires little or no maintenance—once installed, you can forget service calls.
- Lasts for decades—ILG motors in use for 25 and 30 years are still going strong!
- Nearly half-a-million nationally-advertised ILG "Self-Cooled" Motor Fans now in operation.

1940 WORLD'S FAIR "TOWN OF TOMORROW"

See ILG Kitchen Ventilating Fans and ILGATTIC Home Cooling Systems in actual operation at New York and in model homes throughout America.

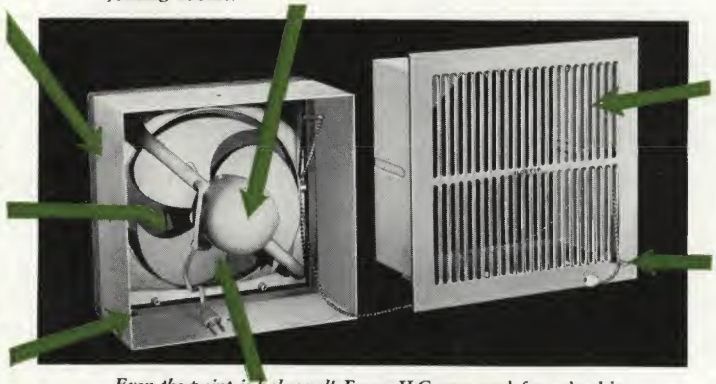
...And 7 Other Outstanding ILG Features!

Certified Ratings—ILGETTE, 500 CFM; ILGAIR, 800 CFM—powerful enough to not only remove heat and fumes from the kitchen, but also tobacco smoke and stale air from adjoining rooms.

Weatherproof—One-piece, weather-tight, dust-tight door on outside of house opens and closes automatically as fan is started and stopped—keeps out insects and cold air when fan is not operating.

Sssshh!—Operates so smoothly, so effortlessly, so quietly you'll never know it's running—and ILG Fans *stay* quiet throughout long life. Rugged framework keeps moving parts aligned, assures a solid, permanent installation, minimizes vibration.

Adjustable Cabinet—Depth of ILGETTE model can be adjusted on the job to fit thickness of your wall. ILGAIR model is designed to fit any thickness of wall. Cabinet is made of heavy 16-gauge rust-resisting steel.



Even the paint is balanced! Every ILG patented fan wheel is so accurately tested for perfect balance that allowance is even made for the weight of the paint.

One-Name-Plate-Guarantee—Never an "assembled" job—each ILG Ventilating Fan, including the motor, is designed, made and tested under one roof in the big, modern ILG plant—guaranteed as a complete unit!

Beaded Pull Chain—Operates mercury switch on fan, also actuates lever which opens and closes outside door. ILG units are available with another small motor for complete electrical operation from wall switch, if desired.

ASK YOUR ARCHITECT, BUILDER, ELECTRICAL

self-cooled "BREATHES"

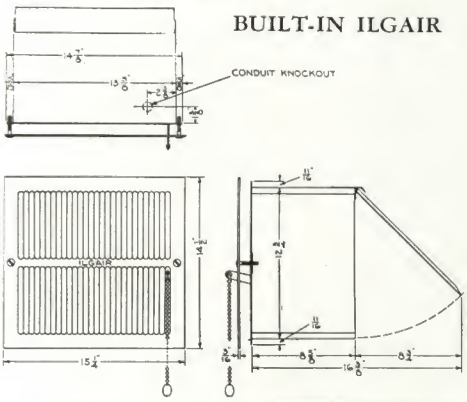
It's a beauty—in appearance, in construction, in performance! Handsome, modern grille is the only part you see after unit is installed.



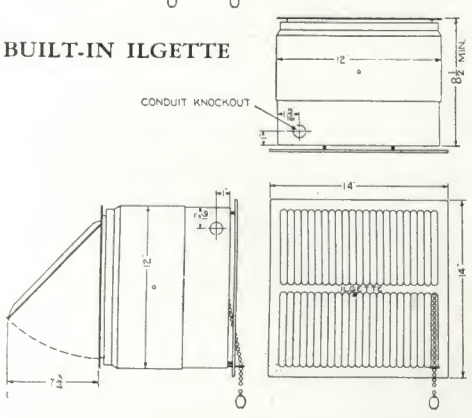


DIMENSIONS

BUILT-IN ILGAIR



BUILT-IN ILGETTE



PERMANENTLY BUILT-IN

The streamlined ILG Ventilating Fan shown here becomes an integral part of your building wall. Simple, easy to install in new or remodeled homes and apartments.

PORTABLE MODELS

ILG also makes a complete line of so-called "portable" kitchen ventilating fans—units which can be quickly affixed to your window sash and moved as desired.

TWO SIZES—THREE MODELS

The built-in ILG fan is made in two sizes for large or small kitchens: (1) The ILGAIR, or larger model, with entire unit, including grille, finished in a rich Ivory. (2) The ILGETTE, or smaller model, is adjustable in depth and finished in a beautiful shade of French Gray with mirror-finish metal grille. (3) Automatic ILGETTE is available at extra cost with small motor which is operated by wall switch and electrically opens door.

AIR-CONDITIONED HOMES

. . . and in homes with warm air heating, ILG Kitchen Ventilating Fans are particularly desirable. In such installations, unless the kitchen fumes are expelled by an exhaust fan, the smoke and odors will be recirculated through the system and discharged into other rooms.

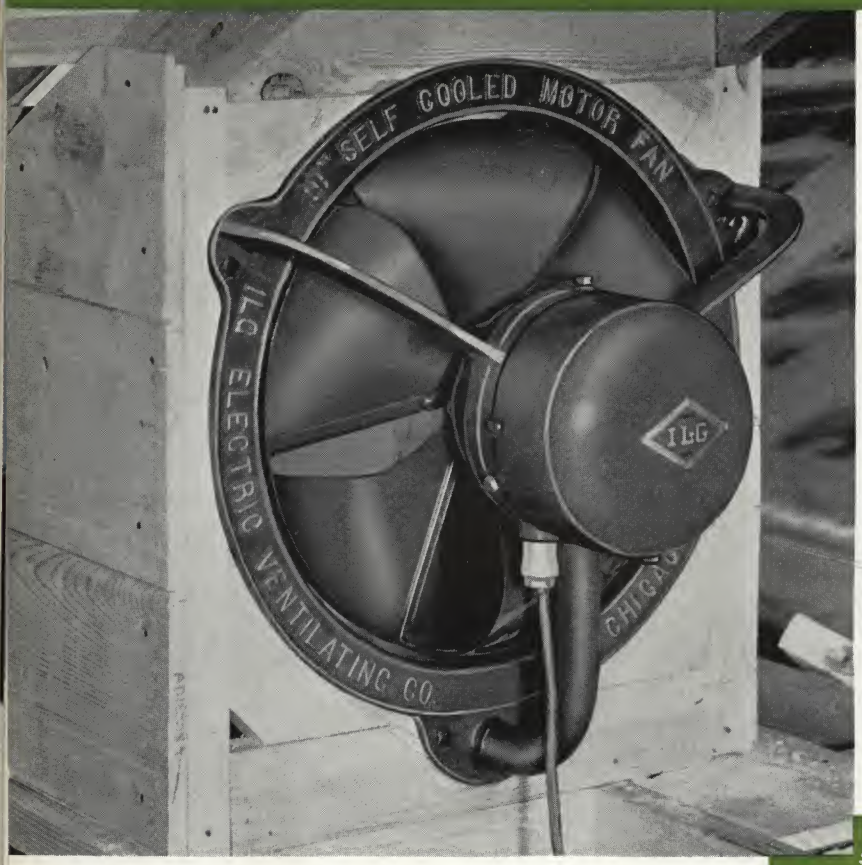
BATHROOMS AND RUMPUS ROOMS

In addition to the kitchen, ILG fans are often desirable for improved air conditions in lavatories, bathrooms and recreation rooms. *By considering such uses now* and by building-in the units while construction is under way, installation costs can be kept to a minimum.

Model	C.F.M.	R.P.M.	Watts	Shipping Weight
Built-in Ilgette.....	500	1550	40	28
Automatic Built-in Ilgette..	500	1550	55	29
Built-in Ilgair.....	800	1140	70	40

CONTRACTOR OR DEALER FOR COMPLETE DETAILS!

Here's a Sensational New Way to
COOL YOUR HOME



for only a few cents a day
WITH ILGATTIC SYSTEM!

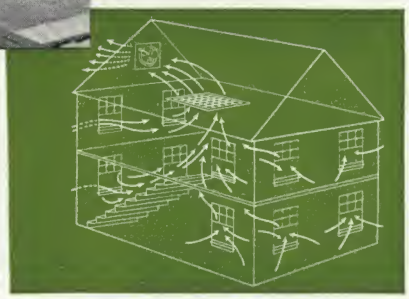
With a complete air-conditioning job generally too expensive for the average home-owner . . . with the blower in the heating unit too small for adequate summer cooling . . . provision should be made in your new home for real summer comfort with a time-tested, efficient ILGATTIC System.

Here's how it works: a quiet, powerful ILG Fan is installed in the attic. As night falls, the fan is turned on and windows opened on your lower floors. Hot daytime air collected during the day through your entire house (including the blanket of heat in attic) is forcibly expelled and replaced by cool, refreshing nighttime air sucked-in through the open windows. Temperatures drop rapidly (from 5° to 20°) for glorious nights of restful sleep. And the cooling effect lasts through most of the next day, giving you marvelous summer comfort at very economical cost. Finally, if your house is insulated, an ILGATTIC System removes the causes of "attic-sweating" . . . permitting you to safely use the attic for storage.

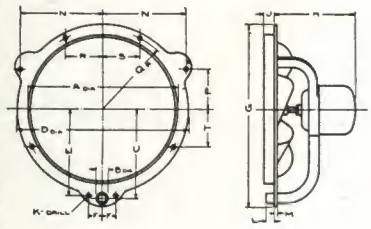
SPECIFICATIONS

Size	*Top Speed R.P.M.	Top and Low Speeds C.F.M.	Watts Input	Motor Frame	Shipping Weight
24″ S	855	4100 2880	275	D-102	190
30″ S	685	7300 5420	450	D-101	220
36″ S	570	9650 6900	500	D-104	450
42″ S	490	12300 9800	800	D-104	568

*ILG Fans are equipped with two-speed motors.



DIMENSIONS



Measurements A and B are diameter of opening to be cut for installation.

DIMENSIONS IN INCHES

Size	A	B	C	D	E	F	G	H	J	K	L	M	N	P
24	24¾	2⅛	15	28⅛	14 7/16	2 13/16	30½	16	1 13/16	7/16	1	7/16	13 3/8	6¼
30	30¾	3	18½	34½	17¾	3¼	37¾	17	2⅛	17/32	1 1/2	3/8	16 5/16	7 5/8
36	36⅞	3 5/8	21 5/8	40 9/16	20½	3 13/16	44½	20½	2 1/16	9/16	1 9/16	9/16	19 3/16	8 15/16
42	42⅞	4⅛	25⅛	46¾	24 1/16	3¼	51⅛	20½	2¼	9/16	1¾	5/8	22 1/8	10 5/16

Dimensions "H" varies on different types but maximum length is shown. See Ilg Fan Catalog for Q, R, S, T, dimensions which apply to sizes 42 inch and larger.

DRIVES HOT AIR *OUT* . . . SUCKS COOL NIGHT AIR *IN!*

Instead of blowing air AT you, ILGATTIC Systems *chase out* unbearably hot daytime air from every room in your house . . . *draw-in* invigorating cool nighttime air—without drafts, without the clatter of gears—without the whine of belts!

NO MONEY-WASTING FRICTION

Each fan is *direct-connected* to a famous self-cooled miracle motor that "breathes" . . . needs no noisy belts or gears . . . runs smoothly, effortlessly, quietly . . . without fire hazard. And each ILGATTIC System, like every other ILG product, is made, tested and guaranteed as a complete unit.

Send for new condensed catalog . . . it's yours for the asking!

52-page profusely illustrated condensed catalog illustrates and describes complete ILG line of Kitchen Ventilating and Home Cooling Fans, both permanently "built-in" and "plug-in" portable types. See your nearest electrical dealer or contractor, or write direct for your copy.



ILG

VENTILATION
and Air Conditioning

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ILG ELECTRIC VENTILATING CO.
2817 NORTH CRAWFORD AVE., CHICAGO, ILL.
Offices in 41 Principal Cities

Form H-511



Beauty in the Room BEGINS AT THE WINDOW

START WITH **Kirsch**

VENETIAN BLINDS
DRAPERY HARDWARE

EXTENSION CURTAIN RODS ☆ SWINGING RODS AND CRANES

CUT-TO-FIT RODS ☆ CORNICES ☆ WOOD POLES ☆ ACCESSORIES

LET YOUR

Kirsch

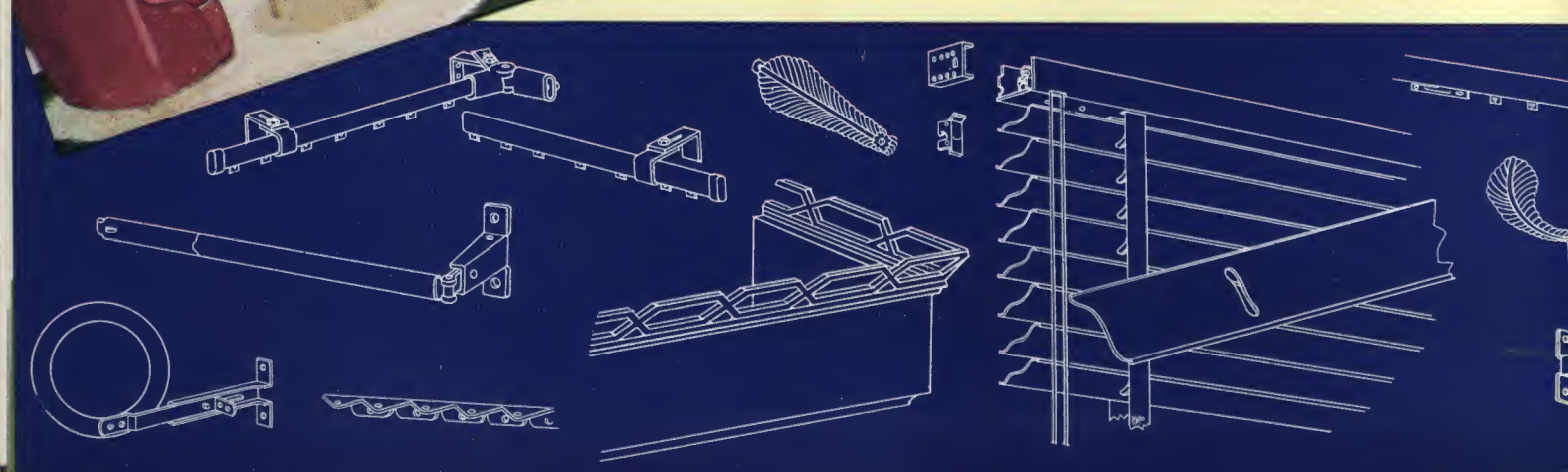
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Smart home planners everywhere are turning
to Kirsch dealers for the last word in home
decoration schemes. Through the Decorative
Suggestions Service—a portfolio of beautiful
original decorative treatments—available at
most Kirsch dealers, you can select interior
treatments for any room in your home from
scores of original decoration plans and themes.
And this valuable, unique service does not









ALER HELP YOU

TO INTERPRET YOUR

e decoration ideas

st you a cent. There's a Kirsch Rod
d Venetian Blind for every decorating
rpose—and a Decorative Suggestion
r every room in any type of home.
ur Kirsch dealer will be glad to help
u to interpret and to visualize your
n decorating ideas—and supply the
cessary materials to carry them out
easily — economically — authentically.





☆ ☆ ☆ *Beautify your home*

with KIRSCH VENETIAN BLINDS ☆ SUNAIRE FLEXIBLE STEEL ☆ FLEXOLITE FLEXIBLE STEEL OR WOOD SLAT VENETIAN BLINDS

SUNAIRE FLEXIBLE STEEL SLAT VENETIAN BLINDS are trouble-free . . . easier to keep clean than a porcelain table top . . . cannot possibly warp, sag or rust . . . and will virtually last a lifetime. The Kirsch Sunaire is the first blind to control light and ventilation scientifically and positively. It is made of wafer-thin light weight flexible "S" shaped steel slats. The Kirsch Sunaire gives actually 25% more light when open . . . 77% more when the slats are at a 45° angle. This is due to the advanced scientifically curved slat construction. Sunaire blinds come in 15 standard slat colors and 20 standard tape colors . . . and are custom-made for your windows.

FLEXOLITE FLEXIBLE STEEL SLAT BLINDS present another new idea in flexible slat blinds. The steel slats in the Flexolite are curved in concave design presenting many lighting and ventilation features that are not found in the usual flat slat construction. This blind will give excellent service for a lifetime . . . yet the price is low enough to enable many more home owners to enjoy the advantages of modern, flexible steel slat blinds.

KIRSCH WOOD SLAT VENETIAN BLINDS like all Kirsch blinds, have distinctive advantages over others of this type. The operating mechanism is concealed in the Kirsch one-piece, rust proof metal head member . . . no protruding operating parts visible . . . trim, neat and attractive. A worm gear tilting device tilts the slats to any angle, noiselessly and smoothly. An automatic cord stop holds the blind at any position without a cord holder. The slats are made of the finest quality wood . . . kiln dried to prevent warping. The durable lacquer finish won't crack, peel or dull. Custom-made to your measurements, Kirsch wood slat Venetian blinds come in 17 standard slat colors and 20 standard tape colors.

Kirsch Company STURGIS, MICHIGAN, U. S. A.

MAKE THE *Most* OF YOUR CLOSET SPACE



"If only we'd installed K-Veniences!"

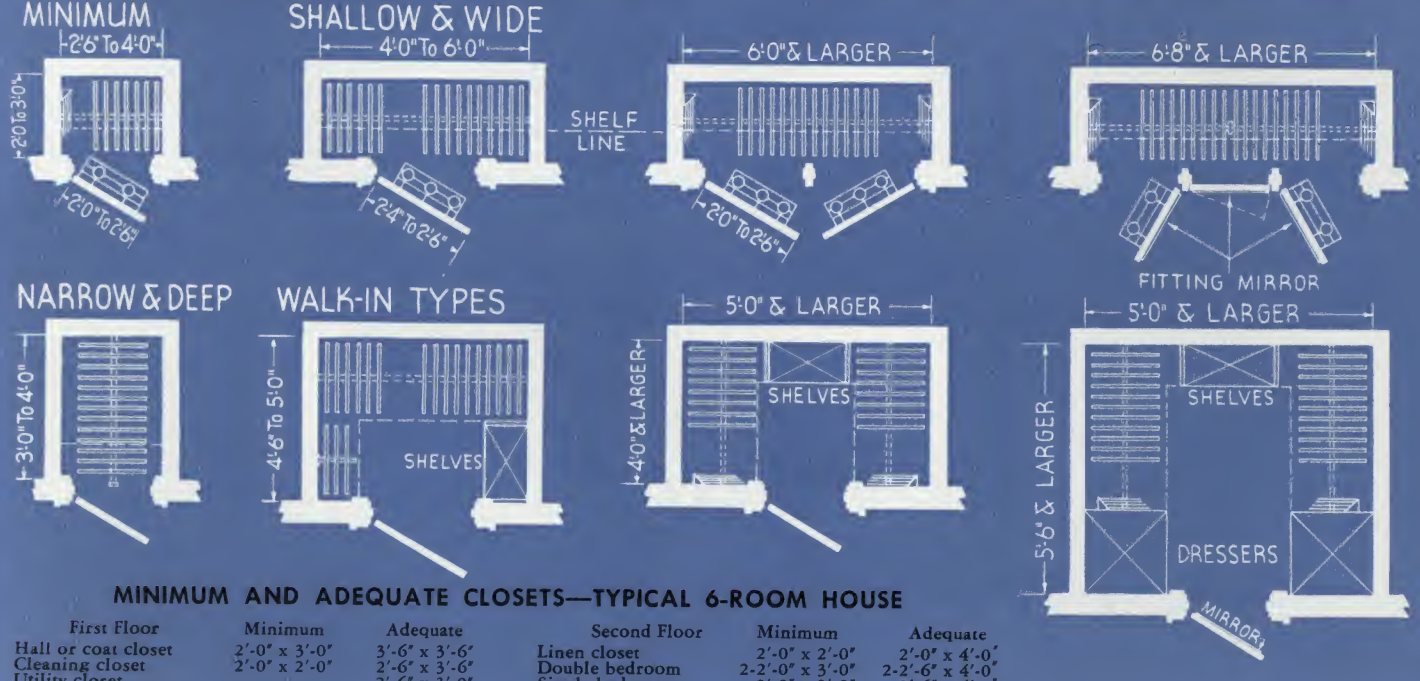
Well equipped closets mean *extra* living comfort. They are essential to the modern home. Be sure that *your* closets are equipped with fixtures that give you maximum use of all available space; permit the orderly arrangement of all apparel, within easy reach; and give your home the stamp of perfection in smartness and convenience.

Install K-VENIENCE CLOSET FIXTURES

the one complete and inexpensive solution to ALL closet problems.

Manufactured by Knape & Vogt Mfg. Co., Grand Rapids, Mich.

K-Veniences can be used in Closets of *Every* Size and Shape. They Double Both Capacity and Efficiency. From the Builder's Standpoint, They Make Houses more Saleable by Satisfying a Proven Need.



MINIMUM AND ADEQUATE CLOSETS—TYPICAL 6-ROOM HOUSE

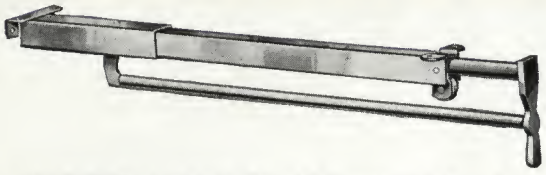
First Floor	Minimum	Adequate	Second Floor	Minimum	Adequate
Hall or coat closet	2'-0" x 3'-0"	3'-6" x 3'-6"	Linen closet	2'-0" x 2'-0"	2'-0" x 4'-0"
Cleaning closet	2'-0" x 2'-0"	2'-6" x 3'-6"	Double bedroom	2-2'-0" x 3'-0"	2-2'-6" x 4'-0"
Utility closet		2'-6" x 3'-0"	Single bedroom	2'-0" x 3'-0"	2'-6" x 4'-0"
Living room closet		1'-6" x 3'-0"	Single bedroom	2'-0" x 2'-6"	2'-6" x 3'-0"
			Trunk or Attic Storage	4'-6" x 6'-0"	5'-0" x 8'-0"

Closet planning is mostly a matter of filling the area of a floor plan with usefully designed units. As the diagrams above indicate, this may be done with almost any shape, provided minimum dimensions are maintained and appropriate fixtures are properly placed. In addition to those shown many irregular or angular shapes are entirely feasible and can easily be made useful and convenient with a little thought to adequate fixtures. Closet equipment is important. For closets of maximum convenience and usability, proper fixtures are more essential than size or shape.

Diagrams and statistics courtesy Architectural Forum

K-VENIENCES

MAKE SMALL CLOSE



CLOTHING CARRIER K-Venience No. 1.

The clothing carrier slides in and out of the closet on ball bearing rollers. A slight pull on the handle brings the whole wardrobe out into the light of the room, making clothing more accessible. Easily installed by fastening under the closet shelf. Polished Nickel Plate.

Eight sizes . . . fit all closets

Size	To Fit Closets	Price, Each	Size	To Fit Closets	Price, Each
10″ size	10″ to 12″ deep	$1.75	24″ size	24″ to 30″ deep	$3.75
12″ size	12″ to 16″ deep	1.75	30″ size	30″ to 36″ deep	4.25
16″ size	16″ to 20″ deep	2.00	36″ size	36″ to 42″ deep	7.50
20″ size	20″ to 24″ deep	2.25	42″ size	42″ to 48″ deep	8.00



EXTENSION CLOSET ROD K-Venience No. 2.

A practical solution to the problem of hanging garments in shallow closets. The sliding extension feature makes the rod adjustable to the full width of the closet. The improved end fastenings make for snug, secure attachment to wall over hook rail. Polished Nickel or Polished Chrome Finish.

Size	Four sizes to fit all closets Adjustable to fit closets	Price, Each Nickel	 Chrome
18″	18″ to 30″ wide	$.75	$1.00
30″	30″ to 48″ wide	.90	1.50
48″	48″ to 78″ wide	1.25	2.00
72″	72″ to 96″ wide	2.00	2.75



GARMENT BRACKET K-Venience No. 3

Each bracket will hold six or more garments on coat hangers where one hung before. Utilizes space ordinarily wasted in the average closet. Easily and securely attached to wall, door, or hook moulding, extending out 10″. Polished Chrome Finish. Price, Each $0.75.



"Everything is perfect except the closets. Install K-VENIENCES and I'll be satisfied."

With K-Veniences, closets just automatically keep tidy . . . and you know where to find *what you want, when you want it.* Housekeeping becomes much easier. At small cost, you can actually double your closet capacity, insure permanent neatness and provide a convenient place for everything—simply by including smart, modern K-Venience fixtures.

See K-Veniences

AT YOUR

Builder's Hardware

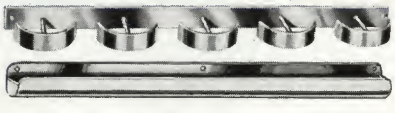
DEALER

K-Veniences are also sold in Department Stores and House-furnishing Stores throughout the country.



HALL CLOSET

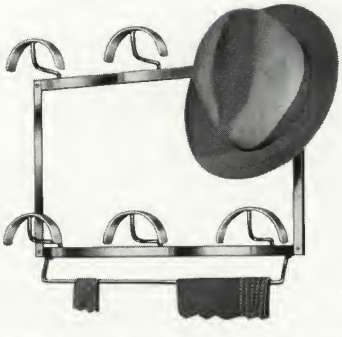
A. K-Venience No. 1125. Double Hat Rack
B. K-Venience No. 778 Umbrella and Cane Holder
C. K-Venience No. 782 Hat Combination Fixture
D. K-Venience No. 784 Three-Tier Shoe Rack
E. K-Venience No. 3 Garment Bracket
F. K-Venience No. 2 Extension Closet Rod





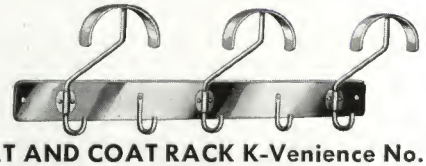
UMBRELLA AND CANE HOLDER K-Venience No. 778

Just the thing for the hall closet—this combination fixture holds 6 canes or umbrellas securely. Easily attached to door or wall. Comes complete with the necessary screws. Chrome Finish. Price, Each $3.50.



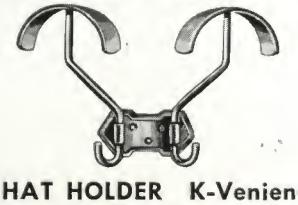
HAT COMBINATION FIXTURE K-Venience No. 782

Here's the way to put the back of closet doors into active service. This useful fixture has a place for 6 hats and innumerable ties, scarfs or belts. The broad curved metal rests properly hold hats securely and in shape. This hat holder with the No. 784 shoe rack below it, is a good combination for the back of a closet door. Chrome Finish. Price, Each $2.50.



HAT AND COAT RACK K-Venience No. 786

This convenient fixture has garment hooks and three swinging hat holders. Particularly serviceable in apartments and small homes with limited space. Highly polished finish. Packed with screws for fastening to door, wall or hook rail. Chrome Finish. Price, Each $2.00.



DOUBLE HAT HOLDER K-Venience No. 6

Curved brim-fitting rests keep hats in perfect shape, off dusty shelves. No crowding or damaging of brims. No danger of hats falling off. Quickly fastened to door, wall or hook rail. Has two hooks for garments. Chrome Finish. Price, Each $0.75.

Prices are list, F.O.B. factory. Transportation charges extra.

BIG AND LARGE CLOSETS MORE ORDERLY



WOMAN'S CLOSET

A. K-Venience No. 782 Hat Combination Fixture
B. K-Venience No. 784 Three Tier Shoe Rack
C. K-Venience No. 2 Extension Closet Rod
D. K-Venience No. 550 Skirt (or Trouser) Hanger
E. K-Venience Wishbone Hangers



MAN'S CLOSET

A. K-Venience No. 2 Extension Closet Rod
B. K-Venience No. 550 Trouser (or Skirt) Hanger
C. K-Venience No. 1179 Single Hat Holders
D. K-Venience No. 777 Swinging Tie Rack
E. K-Venience No. 783 Two Tier Shoe Rack

Closet illustrations reproduced through the courtesy of Architectural Forum.



BEDROOM CLOSET

A. K-Venience No. 1 Clothing Carrier
B. K-Venience No. 786 Hat and Coat Rack
C. K-Venience No. 771 Hol-Mor Tie Rack
D. K-Venience No. 4 Shoe Racks
E. K-Venience Wishbone Hangers

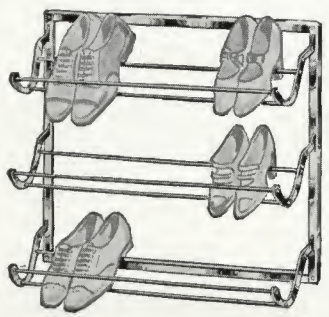


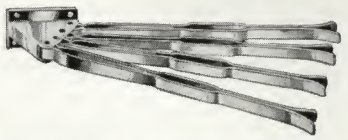
SHOE RACK WITH TOE GUARD
K-Venience No. 1182

Shoes cannot fall off this convenient rack, featuring the continuous toe guard, even when it is fastened to a swinging door. It may, also, be mounted to baseboard or wall. Holds 4 pairs of men's or 5 pairs of women's shoes. Length adjustable from 18″ to 32″. Polished Chrome Finish. Price, Each $1.25.

THREE-TIER SHOE RACK
K-Venience No. 784

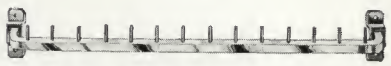
To be attached to closet door or wall—with three racks or levels for shoes. Holds 8 to 12 pairs. Often used on the bottom of closet door with No. 782 hat holder above it. Width 20½″, height 26″. Beautiful Chrome Finish. Price, Each $3.00.





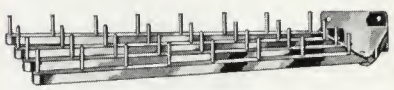
SWINGING TROUSER AND SKIRT HANGER K-Venience No. 550

This trouser hanger securely holds four pairs of trousers or skirts each in an individual swinging arm clamp. Trousers hang by the cuffs so that they are kept in press. Can be fastened to any woodwork, door or closet wall. Polished Chrome Finish. Price, Each $1.50.



NECKTIE RACK K-Venience No. 772

Attractive square wire rack with divider pins, arranged for side fastening to heavy part of door frame. Keeps them hanging straight, in full view, and avoids costly wrinkling. Accommodates many ties compactly. Length overall 20″. Polished Chrome Finish. Price, Each $1.00.



4-ARM SWINGING TIE RACK
K-Venience No. 773

Four swinging arms—28 separate tie compartments. Up to 100 ties may be easily hung on this handy, practical rack. A touch of the finger and the entire tie wardrobe swings into view, then returns compactly into little space. Keeps ties orderly, in press, and looking better. Size 13¾″ overall. Chrome Finish. Price, Each $2.00.



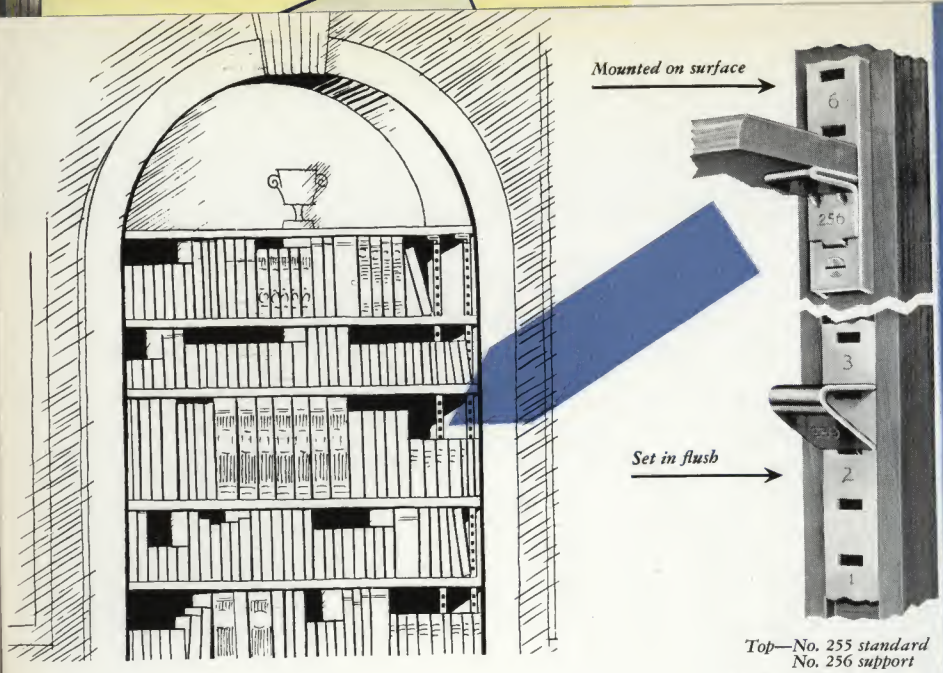


"HOL-MOR" FOLDING TIE RACK
K-Venience No. 771

An entirely new type of tie rack, pulls out from the door or wall, affording easy access to ties, and folds back out of the way, locking ties securely in place. Holds 36 ties in separate spaces, and twice as many by doubling up. Practical, handy to use, and modern in style. Chrome Finish. Price, Each $3.25.

NO CLOTHES CLOSET IS COMPLETE OR PROPERLY EQUIPPED WITHOUT K-VENIENCE CLOSET FIXTURES

Manufactured by Knape & Vogt Mfg. Co., Grand Rapids, Mich.



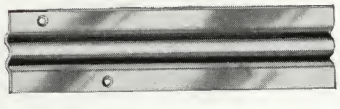
Top—No. 255 standard
No. 256 support
Below—No. 255 standard
No. 239 support

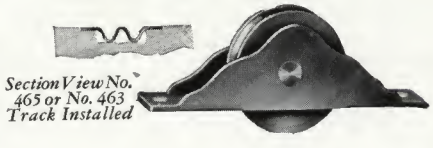
K-V Adjustable Shelf Standards and Supports

Wherever there are shelves in your home, make them adjustable with K-V shelf standards and supports, and enjoy the added convenience, extra storage space and improved appearance they provide. Every built-in bookcase, kitchen cabinet and storage cupboard should have this modern efficient hardware.

K-V shelf standard No. 255 and supports No. 256 or No. 239 as shown, are quickly installed. Standards can be attached either to surface of woodwork or set in flush with the surface. They are strong and inconspicuous, simple to adjust and practical. The supports fit securely. Shelves may be placed at any level, are adjustable to half an inch. Waste space between shelves is eliminated. Standards are numbered every inch for easy alignment of shelves.

Convenient Sliding Doors Save Space





Section View No. 465 or No. 463 Track Installed

Solid Brass FLUSH Door Track. Put *sliding* doors in your wardrobes, linen cupboards and kitchen cabinets. Banish doors that need extra room to swing. Sliding doors, set on K-V solid brass flush track, No. 465 or No. 463, are convenient and save space. Set in flush with floor or bottom rails, the solid brass track avoids the objectionable features of a raised track. No catches or hinges are required.

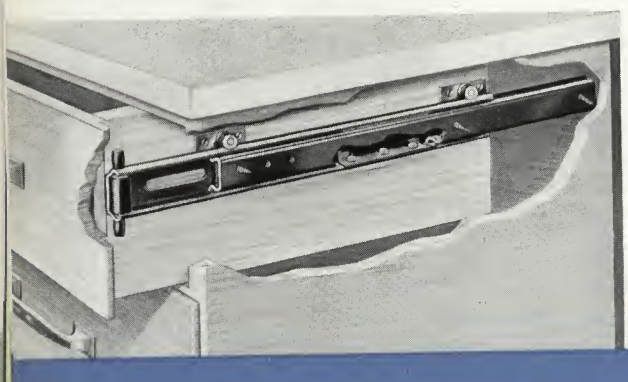
No. 465 flush track for doors up to 1⅜" thick.

No. 463 flush track for doors 1⅜" thick or over.

Free-running Noiseless Sheaves to fit flush tracks. A light touch of your finger and the door silently glides open or closed.

No. 413 Axle Bearing Sheave
Brass frame, bronze wheel 1 3/16" in diameter. Use with No. 465 track for doors up to 1⅜" thick.

No. 603 Inclosed Noiseless Sheave
Cast iron case, wheel 1⅞" in diameter. Use with No. 463 track for doors 1⅜" thick and over.



DRAWER SLIDES

Don't put up with drawers that sag, stick or jam. Permanently eliminate these objectionable features by fitting all drawers with

No. 1400 K-V ball-bearing extension drawer slides.

No matter how heavy or large the drawer, even a small child can easily open it when it is equipped with these slides. They permit the drawer to be *fully* extended, but prevent it from being pulled *out* of the cabinet.

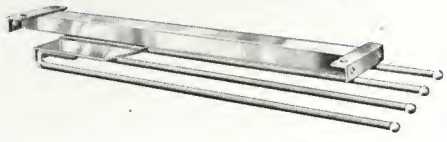
IN ADDITION TO K-VENIENCE CLOSET FIXTURES, WHICH ARE *MUSTS* IN EVERY WELL PLANNED MODERN HOME,

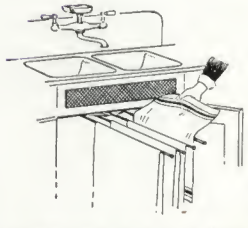
You'll want these

K-V

CONVENIENT SPACE-SAVING FITTINGS

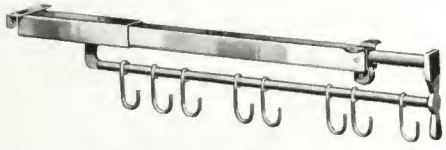
In Your New Home





K-Venience No. 798
DISAPPEARING TOWEL RACK

The truly modern way to hang up towels, in bathroom, kitchen or personal cabinet. Slides out at a touch then back out of sight and out of the way. Towels and garments slip conveniently over free ends of four parallel bars. An excellent drying rack. Length 20". Space required 8" wide. Bars and exposed parts, polished chrome. List Price $4.00.



K-Venience No. 790
DISAPPEARING PAN RACK

Stores pots, pans and a host of kitchen utensils in orderly fashion and easy to get at. No need to fumble with a stack of pots on the cupboard shelf. The whole array pulls out for selection, on a ball-bearing carrier. Chrome plated hooks slide to any position on hanger bar. Length 20". List Price $3.75.

KNAPE & VOGT MANUFACTURING CO.

658 RICHMOND N. W. GRAND RAPIDS, MICH.

THE LUCKE LEAK PROOF TUB HANGER



THIS SMALL INVESTMENT

ENDS REPAIR EXPENSE



5 REASONS WHY

EVERY BATH TUB SHOULD HAVE A

LUCKE LEAK-PROOF BATH TUB HANGER



Eliminates risk of tub settling.



Eliminates risk of water damage.



Builds tub into wall.



The only full-length hanger. Holds tub firmly.



Assures leak-proof protection to ceilings and walls beneath bath.

DESIGNED AND MANUFACTURED BY

WILLIAM B. LUCKE, Inc.

WILMETTE, ILLINOIS

Copyrighted 1940

WHAT IT IS—and WHAT IT DOES

DESIGNED to keep bath tubs from settling and prevent cracks and leaks at tile or plaster line by building tub securely into the wall construction with positive leak-proof protection.

TEST Hanger has been tested by Armour Institute of Technology of Chicago and is capable of carrying a weight of 8000 pounds without dislocation.

SPECIAL FEATURES: Tub has adequate support for its entire length and width by exclusive, patented, continuous contact with wall construction giving dependability and superiority over other methods of installation (not just at stud). Perforations form key (like metal lath) for plaster or cement to build tub firmly into wall, preventing a separation of tub rim from wall finish above. Perforations also serve as a means of fastening hanger to wall as provided. Evenly distributes weight of tub and gives full support to front or heaviest part of tub. (See Finished Job—page 5.) Tub settling is impossible. Adaptable to any type of flange under tub rim. (See page 5.) Lucke's exclusive Leak-Proof Filler seals tub rim against water penetration—giving positive leak-proof protection.

SANITARY: No chance for lint, dirt, grease, germs or soapy water to lodge and drip behind tub causing unpleasant odors or rotting joists.

CONSTRUCTION: The Lucke Hanger is made of No. 12 and 18 gauge galvanized steel formed at right angles, the upper part perforated like metal lath to serve as base for plaster and as a means to fasten hanger securely to wall construction.

BASE STRIPS: The perforated base strip (where tile or cement is used) serves as insulation against leakage at base of tub between apron and floor.

FILLER: Lucke Leak-Proof Filler a specially and exclusively treated compound used in trough of hanger against water seepage. Is soft and plastic, is not affected by extreme temperatures of heat or cold, is acid proof and will not stain any material except marble which must be protected with plaster paris. (See page 5.)

ADJUSTMENT OF HANGER: Hanger is adjustable in length from 4' to 6' and is adjustable in widths from 30" to 33" and also in 36". Also made for special types of bath tubs or shower receptors (see plate numbers for ordering).

BRACKETS: Used in connection with hanger for all corner tub installations and certain recess patterns, according to style of tub. Reason: To keep tub from sagging or tilting at front apron or diagonal ends. (See page 6.)

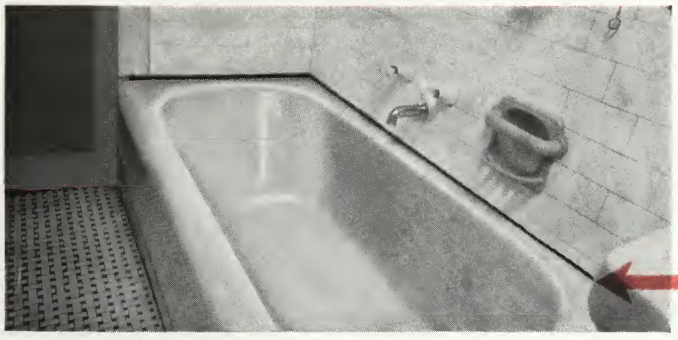
INSTALLATION: Complete instructions are furnished with every hanger.

PRACTICAL because it is adjustable to any length and width of tub and can be made for any special installation. Practical because it can be used on all forms of wall construction and in all types of buildings. Practical because it lifts the weight of the tub off the floor and evenly distributes it in the Hanger.

SHIPPING WEIGHT: Approximately 35 pounds (crated).

A PRODUCT OF ACKNOWLEDGED EXCELLENCE
DEMANDED BY DISCRIMINATING OWNERS
RECOMMENDED BY ARCHITECTS AND TILE CONTRACTORS

NECESSITY for HANGER



The Old Method of Installation with Result

What price—hopes of bathroom-appeal with deadly bath tub sag! That pernicious cracking between tub and walls. Odorous, leaky, noisome. A catch-all for everything. Costly too when you figure damage to walls—floors—ceiling and plastering. No home can claim to be modern — no bathroom dainty with deadly bath tub sag.

COSTLY TO REPAIR



An Actual Living Room

COSTLY TO REPAIR

Those scandalous crack-ups between walls and tubs! Humiliating breaches in otherwise tranquil homes. Those spoiled ceilings need no longer be . . . after you've installed a Lucke Leak-Proof Tub Hanger.



Happened in a Dining Room

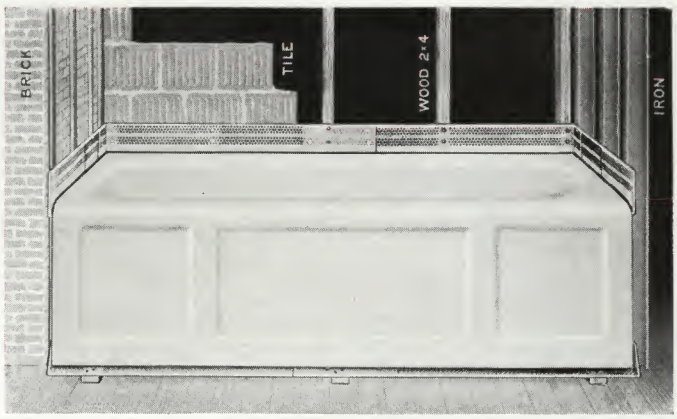
COSTLY TO REPAIR

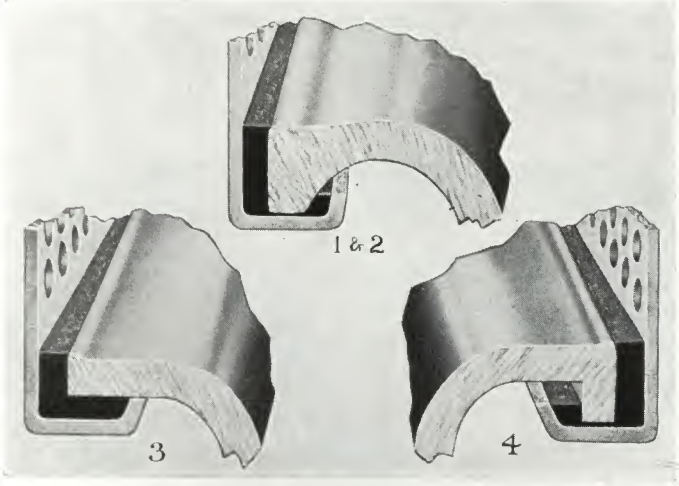
Lucke Hangers hold the tub firmly all along the walls. Cracks, seepage, sagging are impossible. Positive insurance against ruined walls, ceilings, floors and decorations. If it is not a Lucke Patented Tub Hanger it is not leak-proof.

IS EASILY SEEN - - - -

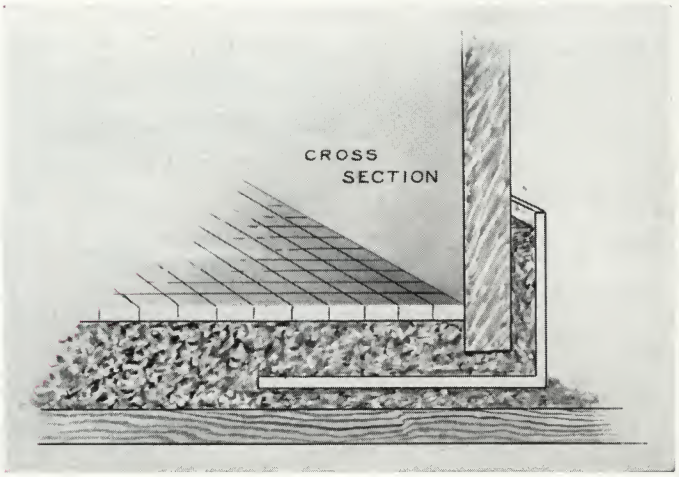
All Types of Walls

Lucke Tub Hangers are built into wall—behind the wall finish. They can be fastened easily to brick, tile, terra cotta, cinder, Gypsum blocks, Channel iron, concrete or wood studding.



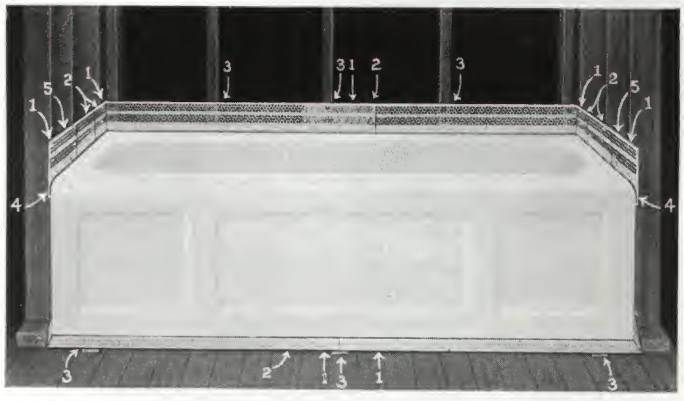


TUB RIMS: Lucke Hangers are built to carry securely **any type** of bath tub rim. Black between tub rim and hanger indicates Lucke Leak-Proof Filler.



FLOOR STRIPS: A cross section of floor strip installation. Eliminates any water leaking from side of tub to ceiling below.

THIS LUCKE INSTALLATION WILL REMAIN FREE FROM UGLY CRACKS OR LEAKS AT TUB RIM

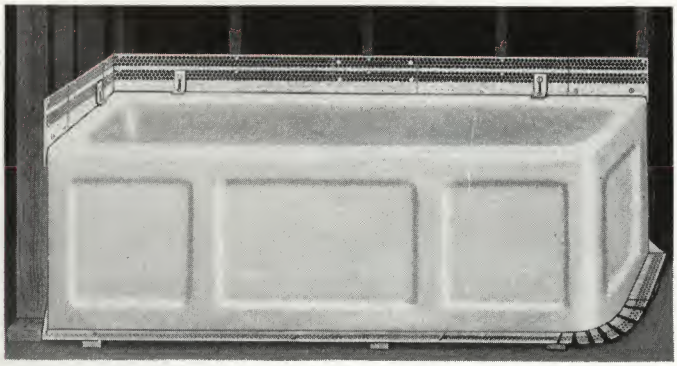


P-100 The New Method of Installation

The GUARANTEED CURE!! Lucke holds tub firmly and LEAK-PROOF all along the walls—not just here—and—there—but continuously. Sagging is impossible. Cracks are impossible. And exclusive patented watersealing makes seepage and leaks impossible. The original and only watersealed hanger. COST IS NOMINAL. Money spent you can't see, but works for you continuously.

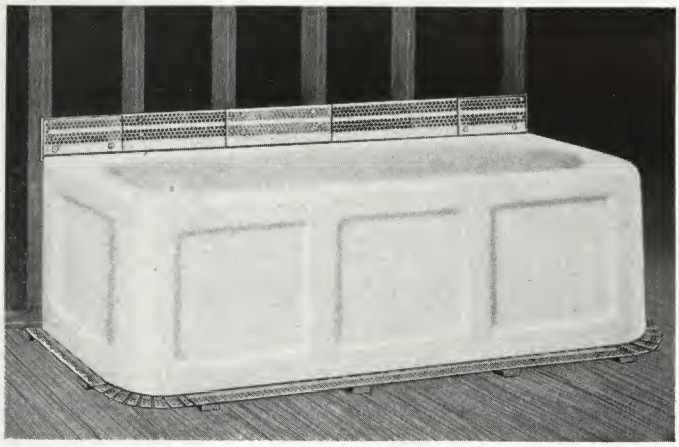
A TIGHT INSTALLATION GUARANTEED AS LONG AS THE BUILDING STANDS!

ALL TYPES of TUB or SHOWER RECEPTORS



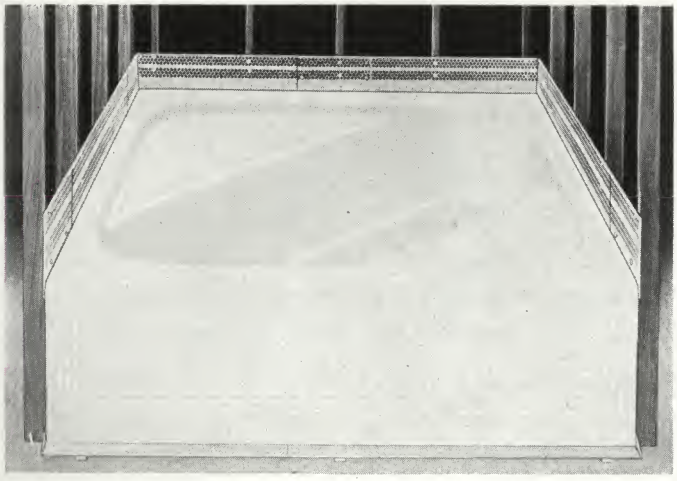
P-205 Left Hand Corner Apron Tub

All makes enameled iron apron on double shell tubs with or without base strip.



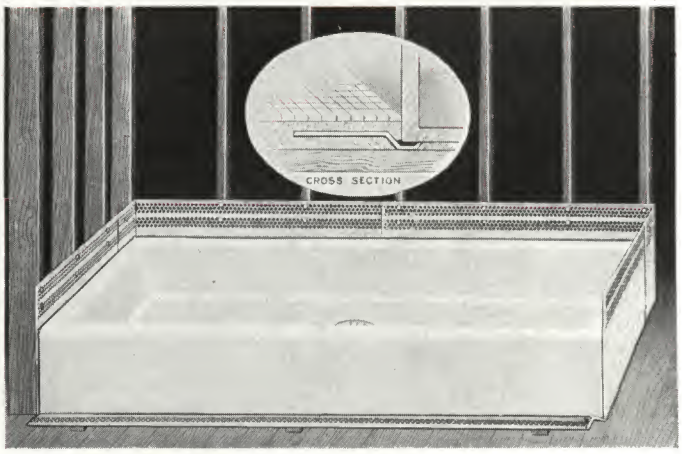
P-1000 Pier Pattern Recess

PIER PATTERN: Furnished for all makes of enameled iron apron double shell pier pattern tubs. With or without base strip. Also for all enameled iron single shell tubs.

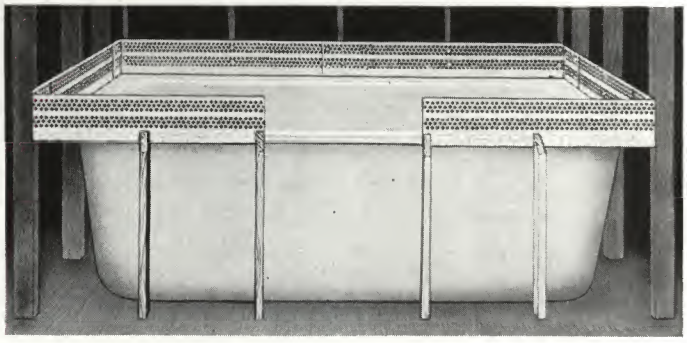


P-170 Neuvogue Receptor Bath
P-180 Neo-Angle Apron Bath

Made to special dimension for square tubs.

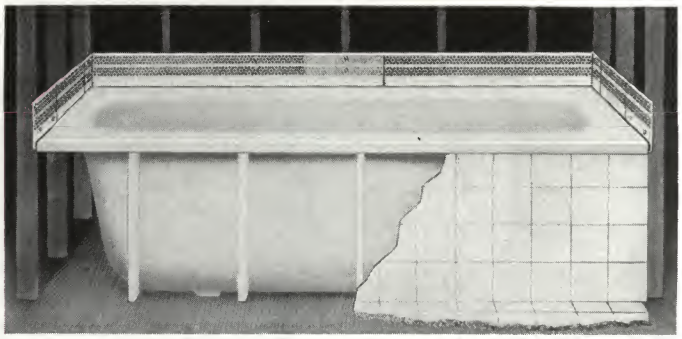


SHOWER RECEPTOR: For all makes tile, enamel iron, or porcelain shower receptor. Exact dimensions must be given. Recess or corner.



P-340 Center-Enclosure

P-340 Glass Door. Where tub is to be tiled and completely enclosed with glass. Recess pattern only. Arranged for glass door at center, right or left end. Exact location and dimension of door must be given, also length and width of tub.



P-300 Full Recess Tile Front Tub
Also Used for Porcelain Tub

P-300 Tile Front Tub. Used for all single shell enamel iron tubs for tile front. Both recess and corner.



SO YOU WON'T FORGET
AND BE SORRY LATER ON
TEAR OFF HERE

HAND IT TO YOUR ARCHITECT OR PLUMBING CONTRACTOR

William B. Lucke, Manufacturer

SPECIFICATIONS

FOR

BATH TUB and SHOWER RECEPTOR

All bath tubs (and shower receptors) shall be hung on Lucke Leak-Proof Tub Hangers as manufactured by William B. Lucke, Wilmette, Illinois. Attachment to wall construction shall be by special nails (or bolts) furnished by the manufacturer; the tubs shall be installed in the Hangers in strict accordance with the directions of the manufacturer, using Lucke Leak-Proof Filler as a water seal.

Lucke Filler, all necessary nails, bolts and instructions are furnished with Lucke Tub Hangers.

Approved by American Institute of Architects

Tested in Laboratories of
Armour Institute of Technology, Chicago

NOTE

Tub Hangers are a part of the plumbing fixtures and should be included in the plumbing specification.

THE LUCKE LEAK PROOF TUB HANGER

TRADE MARK REG. U.S. PAT. OFF.

Your tile contractor will tell you "when a Lucke Hanger is installed on your bath, your troubles are over." This being true of tile, will be equally true for any other type of wall finish.

LUCKE LEAK PROOF TUB HANGER

U. S. PATENTS 1615881 1920513 1999467 2017710 2102082
CANADIAN PATENT 320397

MANUFACTURED BY
WILLIAM B. LUCKE, INC. WILMETTE, ILL.

This plate and our Trade Mark your Guarantee.

Approved by American Institute of Architects
Tested by Armour Institute of Technology, Chicago
Sold by All Wholesale Plumbing Supply Houses



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WILLIAM B. LUCKE, INC.

Post Office Box 177

WILMETTE, ILLINOIS